



## Marketing Intern Job Description Reports to: Graphic Design

**Introduction:** Downtown Stockton Alliance events are designed to promote downtown businesses, support the development of nightlife in the downtown hospitality district and engage the interest of our community about downtown.

The Marketing Internship is an unpaid position designed to provide professional development opportunities to students and community members. The ideal candidate enjoys living in Stockton, understands the Downtown Stockton Alliance mission and is passionate about promoting Downtown Stockton!

### **Job Summary:**

Perform basic design and layout tasks:

- Expectation: Update existing marketing materials with requested information
- Expectation: Replace/update photos in existing marketing materials
- Expectation: Adjust formatting of existing marketing publications
- Expectation: Prep graphics for print or web use

Perform basic Internet updates:

- Expectation: Update information on existing website pages
- Expectation: Upload and place graphics on the web
- Expectation: Post on Facebook and Youtube

Create electronic newsletters based on existing templates:

- Expectation: Insert text and graphics in existing newsletter templates
- Expectation: Schedule newsletters to be sent

Format Microsoft Word and Excel documents:

- Expectation: Perform advanced formatting in Word and Excel
- Expectation: Export from Excel to Word and vice versa
- Expectation: Create e-mail-friendly PDF from Word and Excel

Collaborate in production of The Downtowner newspaper and Event Calendars.

- Expectation: Proof and fact-check materials to be published.
- Expectation: Help with taking/collecting photos and video materials promoting Downtown Stockton and special events taking place in downtown
- Expectation: Research and enter downtown events in community calendars and Downtown Event Calendar.

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**Knowledge, Skills and Abilities/Credentials and Experience:**

- Ability to speak and write clearly and concisely in English.
  - Ability to proof read texts and correct spelling and grammar.
  - Lower to intermediate knowledge of Adobe Creative Suite, In-Design, and Photoshop.
  - Basic understanding of differences between print and Internet design.
  - Comfortable with using Social Media.
  - Ability to work well under pressure and meet office deadlines.
  - Experience in delivering excellent customer service and training others in service standards.
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- Must be at least 18 years of age and have High School diploma or GED.
  - A valid California Driver's License.
  - Ability to pass a drug test and background screening.
  - Intermediate to Advanced knowledge of Microsoft Word, Outlook and Excel.

**Physical Requirements and Working Conditions:**

- Extended periods of walking and/or standing.
- Circulation throughout the downtown on foot and support for special events, outside in a variety of weather conditions, is required.
- Hours will vary extensively from the standard 8 am – 5 pm day, Monday – Friday week, including some evenings and weekends during events.
- Must be able to lift at least 25 lbs.