



1202 N 3rd Street, #103
Phoenix, Arizona 85004
amy@rooseveltrow.org

FALL 2019 Social Media and Marketing Intern

Department: Communications

Reports to: Director of Programs, and frequent collaboration with Communications team

Salary Range: This is an unpaid internship. School credit is available.

Employment Status and Hours: Temporary, 10 hours/week

ABOUT

Roosevelt Row CDC Roosevelt Row CDC is a 501(c)3 non-profit community development corporation established to further the unique cultural character and creative assets of the Roosevelt Row Arts District, advocating for the continuing presence and role of the arts and small businesses, to ultimately foster a dense, diverse and walkable urban community. From popular annual events like Chile Pepper Festival and Pie Social, to active programs such as Growhouse , Roosevelt Row Academy Program and Merchant's Association, Roosevelt Row CDC is a leader in connecting visitors and residents to the vibrant downtown corridor existing between 16th street to Grand Avenue.

Description

The Social Media and Marketing intern position requires strong written, verbal communication and proof-reading skills, with the ability to work to deadlines and effectively multi-task. Some knowledge and a love of downtown Phoenix culture, community development and/or an interest in a career with nonprofit development and event promotion and/or local business growth is highly recommended. This unique position will assist with the execution of communication strategies in the organization, with strong emphasis to promote artists, local businesses and developing visual content. A successful candidate will support the development of powerful stories in the arts district and authentic engagement with online audiences to create a strong presence in our online community.

Responsibilities

- Assist Social Media Manager with engagement of various social media outlets including Facebook, Instagram, YouTube, as well as the Roosevelt Row website
- Monitor social media accounts and seek opportunities to engage with the community through the accounts
- Responsible for strategy in growing online audiences and conducting research for best practices to connect with online audiences
- Create consistent reports to show results in post and engagement strategies
- Assist in tracking leads for photo and story opportunities
- Assist with other communication needs, such as media relations, blog creation and newsletter content
- Support communications and promotions local business members of the Roosevelt Row merchants association (RoRoMA), prioritizing promotional support through creation of content, images and business profiles

Qualifications

- Candidates pursuing a degree in Public Relations, Communications, Journalism, Business, Marketing or another related field strongly preferred
- Exceptional verbal and written communication skills and knowledgeable of social media outlets

Contact

Please e-mail a cover letter, résumé and writing samples to Amy Otto at amy@rooseveltrow.org.