



MARKETING INTERN | \$18.00/HR

The Town of Bay Harbor Islands is currently seeking an energetic and creative intern with strong knowledge and understanding of the digital media landscape to join us for the summer season (approximately 8 weeks). The successful intern is one that specifically is looking to further their career in marketing and/or public outreach. We are a vibrant and passionate team who are very excited to share our refreshed community.

Assignments/responsibilities may include one or more of the following:

- Plan, design, write, review and coordinate the production of Town publications, including brochures, flyers, pamphlets, newsletters, and reports.
- Strengthen the Town's brand and engage the community on social media, websites and other venues by producing/writing clear, accurate, creative and compelling communications and feature stories for targeted demographics. Grow social media presence/profiles; use social media as a direct marketing tool through strategic calendars and paid media.
- Public outreach participation through Facebook Live or other social media and shoot photos at Town events; travel to in-town destinations for on-location photography opportunities.

Knowledge, Skills and Abilities

Previous marketing experience is preferred.

Candidate seeking academic internship credit.

Effectively meet deadlines and successfully manage multiple priorities in a demanding work environment.

Utilize specialized graphic editing, desktop publishing, and word processing software including, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat Professional, and Microsoft products.

Assist in the design, layouts, and creation of graphics for publication.

Excellent verbal, writing, and non-verbal skills with critical thinking skills.

Excellent problem-solving skills and a desire to exceed expectations.

Minimum Requirements

Must be majoring in (or have recently graduated from) public relations, communications, advertising, journalism, graphic design, video production, mass media studies or related field and have basic photography skills.

Must possess strong written and interpersonal communications skills.

Must be organized and flexible with the ability to prioritize time-sensitive projects.

Must be able to work a flexible schedule anywhere from 10 - 20 hours per week (some evenings may be required).

PHYSICAL SKILLS: Ability to communicate effectively using verbal, written and visual communication skills.

EDUCATION, TRAINING AND EXPERIENCE: Students and/or recent grads from an accredited college or university pub majoring in public relations, communications, advertising, journalism, graphic design, video production, mass media studies or related field. Must possess basic photography skills.

LICENSES, CERTIFICATIONS, OR REGISTRATIONS: Must possess a valid driver's license.

ADA STATEMENT: A qualified employee or applicant with a disability may be afforded a reasonable accommodation to perform the essential job functions of a position in compliance with the Americans with Disabilities Act.

DRUG-FREE WORKPLACE: Town of Bay Harbor Islands is a drug-free workplace in accordance with Federal and Florida Law. Must be able to pass a drug screening within 24-hours of conditional job offer.

E-VERIFY: This employer participates in E-Verify and will provide the federal government with your Form I-9 information to confirm that you are authorized to work in the U.S.

LEVEL 2 BACKGROUND: Must submit and pass a Level 2 background screening prior to date of hire.