

## Marketing, Communications, and Graphic Design Internship

Under the supervision of the Communications Director, the Marketing, Communications, and Graphic Design Intern provides assistance in the development and execution of marketing promotional materials, advertising, newsletters, web, and direct marketing.

### ACADEMIC CREDIT & TIME COMMITMENT

This is an unpaid, part-time internship, but can be completed for academic credit. If the intern wishes to receive academic credit for the internship, it will be the intern's responsibility to make arrangements with his or her school. The Muskegon Lakeshore Chamber of Commerce will provide the necessary job description and performance review upon request. Number of hours may vary based on internship. Number of expected hours will range from 10 to 20 hours per week. (The Chamber is willing to work around an intern's schedule and may even be able to accommodate for work being done off-site)

### RESPONSIBILITIES MAY INCLUDE, BUT ARE NOT LIMITED TO...

- Assist with the creation, editing, and proofing of Chamber publications
- Assist with managing and maintaining content on the Chamber's website – [www.muskegon.org](http://www.muskegon.org)
- Design clear engaging graphic communications for print and web. This will include logos, direct mail pieces, branded promotional items, website and social media graphics, flyers, and other marketing materials as needed
- Assist in preparing and distributing Chamber press releases
- Assist as required with major events, programs and meetings that require marketing materials and communications
- Review the effectiveness of the Chamber's communications, providing input when appropriate on enhancements to the process and mediums used

### EDUCATION & EXPERIENCE

- Junior or senior level student in graphic design, advertising, public relations, marketing, or related field
- Computer skills appropriate to current technology of the office including Microsoft Office Suite (Adobe Creative Suite is a plus)
- Knowledge in social media platforms required (necessary platforms include Facebook, Instagram Twitter and LinkedIn)
- Multi-media background with skills in video editing and graphic design preferred
- Writing experience and communications and/or marketing experience preferred
- Experience in photography is a plus

### KEY COMPETENCIES

- Strong communication skills
- Attention to detail and accuracy
- High energy, enthusiastic, and self-motivated
- Excellent editing and proofreading skills
- Demonstrates the confidence to make decisions and asks questions when in doubt
- Demonstrates a pleasant, outgoing personality
- Must have excellent time management skills
- Must have ability to work independently as well as in partnership with team
- Understanding of graphic design principles

### WHAT YOU WILL GAIN

- Strong marketing and communications experience
- Build your portfolio of work
- The opportunity to interact and network with other professionals in business, government, and non-profit sectors
- The ability to attend training and networking events at no cost
- Be part of one of the nation's leading Chamber of Commerce's
- A professional recommendation from an organization with 1,250+ business contacts