

Marketing and Events Internship

POSITION OVERVIEW

The Marketing & Events Intern will support the Muskegon Lakeshore Chamber of Commerce by assisting in the promotion, planning, and execution of Chamber events. This intern will work closely with the Director of Marketing and Director of Events to create and implement marketing strategies that drive engagement and attendance for our events.

ACADEMIC CREDIT AND 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 their 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.

KEY RESPONSIBILITIES

Event Marketing:

- Assist in promoting Chamber events through social media, email communications, and other channels.
- Create and design engaging marketing materials, including event signage, flyers, and digital content.
- Take and edit photos during events for promotional and post-event use.

Event Planning & Execution:

- Support the preparation and logistics for Chamber events, including Business for Breakfast, Business After Hours, Lunch n' Learn, and other key events.
- Help manage on-site event activities, ensuring all materials are in place and assisting with real-time adjustments as needed.

Social Media & Communications:

- Manage and update content on Chamber social media platforms, focusing on event promotion.
- Assist with Chamber email marketing, including crafting messages, scheduling, and tracking engagement.

Website Management:

- Update the Chamber website with current event information, ensuring all event pages are accurate and up-to-date.
- Maintain the event calendar on the website and make timely updates as new information becomes available or changes occur.

Graphic Design & Content Creation:

- Design clear and professional graphics for print and web, including logos, social media graphics, and promotional items.
- Utilize tools like Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Canva, PowerPoint, and Publisher to create high-quality visual content.

Continuous Improvement:

- Contribute ideas for improving event processes and marketing strategies.
- Research emerging trends and technologies to keep the Chamber's marketing efforts current and effective.

EDUCATION & EXPERIENCE

- Junior or senior level student in marketing, communications, graphic design, advertising, public relations, or related field.
- Proficient in Microsoft Office Suite, with strong skills in Adobe Creative Suite (InDesign, Illustrator, Lightroom), WordPress, and Canva.
- Experience in social media management, graphic design, and photography is highly encouraged.
- Knowledge of video editing and website management is a plus.

KEY COMPETENCIES

- Strong communication skills, with a keen attention to detail and accuracy.
- High energy, enthusiasm, and self-motivation.
- Excellent time management skills, with the ability to work independently and collaboratively.
- A creative mindset with a passion for graphic design and visual storytelling.
- Demonstrates professionalism, with the confidence to make decisions and ask questions when needed.

What You Will Gain:

- Hands-on experience in event marketing and communications.
- Opportunities to build a portfolio of work in marketing, graphic design, and event management.
- Networking opportunities with professionals in business, government, and non-profit sectors.
- Access to training and networking events at no cost.
- A professional recommendation from a leading Chamber of Commerce with over 1,250 business contacts.

Interested candidates should send their resume to Kelly Stone at kstone@muskegon.org with subject line "MLCC Internship Opportunity"

