



Position: Social Media and Design Intern

Timeframe: Summer 2024

Vision: Downtown Boise is a place to explore. Find a new adventure, spark creativity, make connections, and be a part of Boise's vibrant culture where all are welcome.

Downtown Boise Association (DBA) seeks a Social Media and Design Intern who understands the ever-changing needs of audiences, has the skills to develop stellar content and design assets, and uses their skills and creativity to bring vibrancy and creativity into DBA, and thus our downtown community. The Social Media and Design Intern will create engaging content for our social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

We are looking for an interested candidate to implement current and forward-thinking ideas to share all that our organization does including the creation of a social media plan/calendar for showcasing not just our events, but messaging about nightlife, dining, shopping, services, arts, and entertainment. This would also include partnership services that keep our city safe and clean and economic development throughout downtown. Most work will be held during weekdays, but occasionally fall on weekends.

Candidates that have an interest in learning more about social media and marketing who may not have prior experience are encouraged to apply. This position is an unpaid internship not to be considered employment. DBA is targeting students seeking for-credit opportunities and will execute any institution requirements to complete this if it is communicated with the Program Manager in a timely manner. Check with your University or professor for more information.

DBA is committed to being an inclusive workplace. Accommodations will be made to make this application, interview process, or internship accessible if requested.

Qualifications:

- Currently enrolled student seeking degree in Marketing, Business, Digital Innovation, Communications, or a related program.
- Experience in social media content creation across multiple platforms.
- Experience in management of social media channels a plus.
- "In the know" of what's trending & what's not on social media.
- Outstanding visual acuity related to photographs, promotional images, and the creative interplay between text and image.

- Possess a positive attitude, drive, and desire to learn.
- Demonstrate excellent oral and written communication skills.
- Ability to stay organized and prioritize tasks while handling multiple assignments simultaneously.

Responsibilities:

- Assist with production of internal and external communication products.
- Assist with writing, photography, and/or graphic design responsibilities as opportunity allows.
- Assist in the management of company social media channels, including Facebook, Instagram, and other relevant platforms.
- Propose, develop, create, and engage in social media content capture and creation for in-real-time and future posts.
- Create dynamic written, graphic, and video content for both organic and paid content. This includes creating graphics for social media, newsletters, brochures, and other marketing materials that align with our brand identity.
- Creates content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation including the creation of an annualized social media plan/calendar.
- Collect and analyze data to improve marketing decisions, tell impactful stories, and translate into data visualizations.
- Use timelines and scheduled content to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visits.

Work Environment & Schedule:

Must be able to successfully work both independently and collaboratively in an office setting and on-site for events. Schedule is within a Monday through Friday workweek but does require occasional hours on evenings and weekends based on event schedules. The position is expected to average 10-15 hours a week, with flexible timing for hours worked.

To apply, please email Program Manager, Mel Khampha, programs@downtownboise.org.

Downtown Boise Association is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected veteran status, age, or any other characteristic protected by law.