

## Position Description

# Digital Campaign Intern



### **What we're looking for (12-15 hours a week, fully remote, unpaid)**

The Lansing Economic Area Partnership (LEAP) is seeking a Digital Campaign Intern to join its Marketing Department. Interns will engage in a variety of campaign support activities including curation of content, report development and marketing research. Project work will be jointly developed by LEAP's marketing department and each intern, with a focus on aligning work with individual fields of study and career paths.

In addition to specific projects, interns will attend LEAP board, staff, department and intern-specific meetings; will be encouraged to explore the field of economic development through conversations with LEAP staff; and will chronicle their experiences through blogging and social media.

### **What you'll do**

- Execute and manage LEAP's integrated social media campaigns
- Research and identify social media influencer and partnership opportunities
- Manage communication with social media influencers and campaign partners
- Develop and distribute written, visual and video content for distribution in social media channels in conjunction with LEAP marketing team and other interns
- Contribute to LEAP intern blog and social media
- Other projects mutually designed by LEAP marketing department and intern based on career objectives and area of study

### **What you need**

- Currently completing a bachelor's or master's degree, or within one semester of completing an associate degree, in marketing, digital media, English, creative writing, professional writing or other related discipline
- Experience in managing and executing integrated social media campaigns
- Exceptional writing, creative, research and organizational skills
- Knowledge of using social media channels for professional purposes
- Ability to work both independently and in a collaborative team environment
- Ability to maintain confidentiality of highly sensitive information

### **Questions?**

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