

Position Description

Graphic Design Intern



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

The Lansing Economic Area Partnership (LEAP) is seeking a Graphic Design Intern to join its Marketing Department. Interns will apply a variety of graphic design and visual arts principles to support LEAP's marketing efforts and strengthen visual branding. 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; will become Certified Tourism Ambassadors (CTA) through the Greater Lansing Convention & Visitors Bureau training program; and will chronicle their experiences through blogging and social media.

What you'll do

- Create infographics and other visual assets to support LEAP's digital communication strategy
- Develop print collateral to support LEAP's campaigns, projects and events
- Capture new regional photo assets for use in digital and print collateral
- Create a searchable digital asset database to organize and increase accessibility of photography, video and graphic design assets
- 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 graphic design, marketing, digital media, photography, studio art or other related discipline
- Competency with industry standard software including Adobe InDesign, Photoshop, Illustrator and Lightroom
- Knowledge and understanding of the principles of design
- Ability to use and operate camera, video and studio equipment
- 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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