

Position Description

Marketing/PR Research Intern



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

The Lansing Economic Area Partnership (LEAP) is seeking a Marketing and Public Relations (PR) Intern to join its Marketing Department. Interns will engage in a variety of marketing- and PR-related research activities, including pulling and analyzing data from Meltwater, researching relevant competitors to identify opportunity gaps, media influencer research, social media reporting and more. 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

- Pull and analyze data from a variety of sources that analyze LEAP marketing/PR activity including Meltwater, Google Analytics and social media analytics
- Research relevant industry competitors and identify content opportunity gaps
- Develop reports and reporting schedule for all LEAP marketing/PR activity
- Assist in planning and coordinating media events
- 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, journalism, English, creative writing, professional writing or other related discipline
- Experience conducting and reporting on marketing- and PR-related research
- 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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