

Position Description

Video & Multimedia Intern



What we're looking for (15-20 hours a week, fully remote, unpaid)

The Lansing Economic Area Partnership (LEAP) is seeking a Video & Multimedia Intern to join its Marketing Department. Interns will support a variety of audio, visual and multimedia projects including the LEAP Weekly, and gain practical experience in conducting and applying marketing research to develop strategic creative assets. 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

- Produce and record video content in partnership with Marketing Content, Equity Communications & Grants Manager, including monthly video and newsletter
- Conduct video marketing research and report findings and recommendations to LEAP marketing department
- Capture new video assets from across Clinton, Eaton and Ingham counties for use in web and social media content and campaigns
- 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, English, creative writing, professional writing or other related discipline
- Ability to use and operate video and audio recording equipment; competency with industry standard video and audio software
- 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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