

Corpus Christi Downtown Management District (CCDMD)

Digital Content Intern

The mission of the CCDMD is to become the most vibrant downtown on the Gulf of Mexico and will be supported by the Promotions Department which focuses on promoting remarkable and prismatic cultural experiences throughout Corpus Christi's downtown districts.

The **Digital Content Intern** is a part-time (20 hours/week) position that reports directly to the Marketing & Events Manager and will be responsible for assisting with, supporting, and enhancing work produced by the Promotions Department. This Internship is for one full semester. Interns must be enrolled at Texas A&M University – Corpus Christi or Del Mar College and must show proof of enrollment.

How to Apply:

To apply, submit your resume, course schedule, & extracurricular activities schedule to Handshake by 5:00pm on Friday, August 12, 2022.

The ideal candidate will be:

- available for the entire term of the internship: August – December 2022 (with breaks for holidays)
- committed to the transition into the Marketing / Advertising / Communications professional industries
- committed to producing quality and timely work
- able to work within a structured schedule and at times, high-demand atmosphere
- coachable and excited to gain professional experience

A. Qualifications and Skills

1. Must be enrolled at Texas A&M University – Corpus Christi or Del Mar College and have successfully completed one academic year
2. Must be obtaining a degree related to Communications, Journalism, Public Relations, Graphic Design, Event Planning, or a related industry
3. Must have excellent oral and written communication skills including emails, communicating with your manager and fellow coworkers
4. Must be able to build respectful, cooperative relationships with others
5. Must have good organization and planning skills, and be able to demonstrate effective project coordination, facilitation, and implementation based on past work or school experiences
6. Must have quality design and production skills
7. Proficiency in photography and videography specifically for social media content
8. Proficiency in basic website editing and design
9. Proficiency and firm understanding of YouTube channels and platform
10. Proficiency in Adobe Suite, Canva, and/or other design software
11. Proficiency in WordPress preferred
12. Proficiency in Microsoft Word and Excel; and PowerPoint preferred
13. Proficiency and eagerness in notetaking and reporting preferred

B. Responsibilities

1. Support day-to-day digital content operations including:

- a. Collect digital content including photos and videos of downtown businesses
 - b. Develop and produce micro marketing campaigns in the form of social videos and photo reels
 - c. Collaborate with Marketing & Communications Intern to create digital content for social media
 - d. Update and add content to CCDMD's website and relevant webpages
 - e. At times, produce and upload blog content to CCDMD's website
 - f. Create and upload
 - g. At times, assist Marketing & Events Manager with creating digital presentations
2. Attend and assist with event execution for ArtWalk, Run Club, the Holiday Series, and any other event or promotion produced by CCDMD by:
 - a. Gather content at each event for to create reels, posts, stories, and YouTube videos
 - b. Capture and share live feed during events
 - c. Assist with making shot sheets for hired photographers and videographers
 - d. Take notes, relevant to marketing, in internal and committee meetings
 - e. Assist with event set up and tear down, including the CCDMD Info Booth
 - f. Assist in all marketing efforts leading up to each event
 - g. Assist Marketing & Events Manager with any need prior to, during, and after each event
 3. Attend regularly scheduled meetings including:
 - a. Weekly Promotions Meeting
 - b. Monthly Business Association Meeting
 - c. Monthly Committee Meetings, if applicable
 - d. Event Planning Meetings & Event Recap Meetings

C. Daily Procedure

1. Check emails and respond to any questions
2. Conduct duties listed above in order of priority affirmed by Marketing & Events Manager
3. Check in with the Marketing & Events Manager to see what tasks they would like you to work on
4. Attend meetings scheduled for the day to observe and take notes
5. Attend events scheduled for the day and provide support to Marketing & Events Manager
6. At the end of the pay period, fill out time sheet and email to or print out for Marketing & Events Manager for approval
7. At times, send Marketing & Events Manager updates on your work priorities and tasks

D. Performance Measurements

1. Marketing & Communications activities are effectively and efficiently completed and support CCDMD goals and objectives
2. All communications materials reflect brand consistency and accuracy
3. The Marketing & Communications Manager is well supported
4. Activities and duties are completed within deadline