

# Corpus Christi Downtown Management District (CCDMD)

## Marketing & Communications 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 **Marketing & Communications 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 above average grammar, spelling, and punctuation skills
7. Proficiency in Microsoft Word, Excel, & Adobe Suite or Canva
8. Proficiency in Later, or other social media scheduling software, and an understanding of major social media platforms including Instagram, Facebook, LinkedIn, and Tik Tok
9. Proficiency and eagerness in notetaking and reporting
10. Must have passion for and understanding of creative marketing campaigns
11. Must have strong computer literacy and skills
12. Proficiency in Constant Contact or other e-blast software preferred
13. Basic design skills preferred
14. Basic photography skills preferred

## **B. Responsibilities**

1. Support day-to-day marketing and communication operations including:
  - a. Market and business research within the downtown districts
  - b. Downtown business communications; at times, a direct line to business management
  - c. Social media posting, message responses, and metrics reporting
  - d. Assist with newsletter (e-blast) build out, copywriting, proofing, and updating as needed
  - e. At times, produce creative, informative blog content
  - f. Assist with marketing meeting agendas and notes
  - g. Help update and implement an annual communications calendar
  - h. Assist in developing campaigns to benefit downtown businesses
  - i. Monitor media coverage on downtown events, TIRZ #3 items, and articles mentioning CCDMD
  
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. Post live feed, reels, and stories of the events
  - b. At times, serve as lead and make relevant announcements to Run Club members
  - c. Assist with making shot sheets for 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