**Marketing/Events Internship**

**Background**

The New Orleans Business Alliance (NOLABA) is the official non-profit organization tasked with leading economic development initiatives for the City of New Orleans. NOLABA is a public-private partnership between the City of New Orleans and private investors from the local community, and is the result of a long-term effort by the New Orleans business community to adapt national best practices in economic development.

**Job Description**

The Marketing Interns will support the Marketing/Events Department on projects related to our events, social media, web revisions, graphic design, media relations and data management.

***Major Duties & Responsibilities:***

* Assist in development and implementation of digital campaigns
* Assist in development and distribution of organizational email newsletter
* Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for optimizing social media campaigns
* Web Development: research, update and edit content on the website. A willingness to learn how to use digital strategies and software to optimize SEO
* Database management: research and compile lists, organize into usable format and load into CRM systems
* Content creation and curate digital marketing channels
* Attend events to Live-Tweet and/or Facebook
* Support with Event logistics - - including identifying and communicating with vendors; setting up event task lists; all aspects of setup and breakdown of events as needed.
* Organizational tasks – organizing event closet and keeping track of all event giveaway items

***Qualifications / Skills Requested***

* Undergraduate Junior or Senior in Marketing or related field; Graduate student preferred
* Proficiency in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, and Publisher)
* Graphic Design experience: familiarity with Adobe Creative Suite, prefer experience with at least one of the following programs: Adobe Acrobat Pro, Photoshop, InDesign , Illustrator
* Fluency in social media including: Twitter, Facebook, Google applications, Google Analytics and Sprout Social (or similar) and use of Hootsuite
* Superior communication and skills (verbal and written)
* Experience working in a team-oriented environment
* Strong organizational and critical thinking skills, with the ability to work well under tight deadlines and pressure
* Work comfortably in a highly collaborative environment; manage competing interests and strong personalities
* Ability to handle multi-reporting and multi-tasking
* Professional demeanor at all times
* Ability to work independently in high-paced and sometimes demanding environment
* Flexible and excited about all aspects of marketing/communications including creating event experiences.

***Application Process:***

* For consideration for one of these internship opportunities, send the following documents via email to [bsimmons@nolaba.org](mailto:bsimmons@nolaba.org):
  + Resume
  + Cover Letter
* In your email, please note **“*NOLABA Marketing Internship*”** in the subject line.
* Commitment: Interns must be able to work 15-20 hours per week during the Fall on a schedule to be determined prior to start date. This NOLABA internship is **unpaid**, with the opportunity to earn course credit with appropriate university approval.

**Internship Location**

**New Orleans Business Alliance**

1250 Poydras Street, Suite 2150

New Orleans, LA 70113