



Company/Organization: Charlotte Center City Partners

Position: Marketing Intern

Company/Organization Overview: <https://www.charlottecentercity.org/about-us/>

Internship Overview:

This role is responsible for assisting in the creation of effective, dynamic and well thought out marketing campaigns. They must have the ability to communicate information and data creatively and effectively. Speed, agility and positive attitude required. They should be comfortable working in multidisciplinary teams and have strong marketing and storytelling ability.

- Drive marketing campaigns forward for each Center City Partners initiative/property
- Help with Center City Partners' social media presence
- Steer small projects with coaching through team members/supervisors
- Support day-to-day tasks of the marketing group
- Generate new ideas to improve brand awareness
- Work with additional groups within the office including Events, Economic Assist with planning, promotion and execution of special events. Tasks can include:
 - Assisting Events team with set up, tear down, execution, etc.
 - Capturing and amplifying content for social and digital media channels
 - Operating and maintain promotional equipment including (but not limited to) tents, tables, inflatables and nets
 - Provide on-site event production assistance as required for special events and programs
- Distribute marketing materials and promotional items at various events as assigned
- Maintain daily log/journal of tasks
- Perform routine administrative task/office tasks as required

Timeframe and Hours: Full-time (May – August)

Compensation: Stipend and paid parking pass.

Qualifications:

- Intern should be working towards a Bachelor's degree or be a recent graduate
- Previous marketing experience highly desirable
- Must have at least a 3.0 GPA or greater
- Good analytical and conceptual skills
- Good communication and presentation skills
- Proficient in Microsoft Office Suite
- Ability to work independently and manage time and workflow effectively, to multi-task and meet deadlines in a fast-paced environment
- Detail-oriented individual who reviews his/her work carefully

**Please submit your resume to Steve Bondurant '98 at steve.bondurant@providenceday.org
or call 704-887-6039 with questions.**