

# Marketing Intern

## City of Albany Department of Recreation

**Location:** Albany, NY

**Salary:** \$15.52/hour

**Type:** Seasonal – Internship

### **Examples of Duties and Responsibilities:**

The Marketing Intern will be responsible for coordinating image and brand identity of the department through the promotion of the department's facilities, programs, and services which is facilitated via the production of marketing materials and dissemination of department information through various media options to generate interest in the City of Albany community, as well as create a positive image for both Department of Recreation and the City of Albany. The incumbent will assist in the development and implementation of a marketing plan, marketing budget, as well as a marketing strategy and tactics to execute the goals, including but not limited to: copy writing; design and production of print material; input of the department website; social media strategy; event coordination; promotional product inventory; and advertising.

### **Qualifications:**

The successful candidate will be familiar in a variety of graphic design programs, web design programs as well as adept at photography. This candidate will exhibit attention to detail, initiative, organizational skills, excellent communication skills and the ability to effectively manage time.

The intern will be invited to attend department trainings, orientations and meetings, (where feasible) i.e.:

- Management team meetings with Recreation staff
- Department marketing planning meetings

### **Physical Requirements and Working Conditions:**

Occasionally required to stand, walk, sit, use hands to finger, handle or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, talk and hear. The intern must occasionally lift or move up to 30 pounds. Occasionally exposed to adverse weather conditions, including wet and or humid conditions.

### **Work Schedule:**

- 9:00 AM – 5:00 PM
- 20 - 40 hours per week
- 12 week internship

