



CITY OF MESA VOLUNTEER JOB DESCRIPTION

MARKETING INTERN
PARKS, RECREATION AND COMMUNITY FACILITIES

POSITION DESCRIPTION

A Marketing Intern receives on the job training and works closely with the Parks, Recreation and Community Facilities (PRCF) Marketing Team. Duties may vary by assignment and will be tailored to each intern's area of expertise in marketing, such as journalism, social media, graphic design, photography, videography, etc.

A Marketing Intern in PRCF will gain a broad experience in various aspects of marketing. Duties may include handling electronic and print media activities; assisting with marketing campaigns; proofreading and creating social media posts; assisting with designing and writing monthly external newsletters, press releases, and advertising; drafting articles for publication; and graphic design work and analytical and statistical research work. Duties may vary slightly from season to season.

This intern assignment is unpaid and for college credit and/or workplace experience only. Interns are responsible for all personal expenses incurred during their internship. Students may be eligible for college credit, through their program of study, upon completion of the internship. Students are responsible for determining if their service will be eligible for college credit, obtaining and completing any required forms to receive credit and meeting any registration requirements from their college or university.

QUALIFICATIONS

Education and Experience: At least one year of college and must currently be enrolled in an accredited college or university. Some coursework in communications, marketing, journalism, volunteer management, or public administration is preferred.

Special Requirement(s): Must possess a valid Arizona Driver's license.

Preferred/Desirable Qualifications: Pursuing a degree in marketing, advertising, communications, journalism, public administration, business administration, recreation, or a closely related field.

ESSENTIAL FUNCTIONS:

Communication: Communicates with City employees, other volunteers, contractors, and the general public. Prepares written documents using clearly organized thoughts, proper sentence structure, punctuation and grammar. Communicates offerings to the public via social media and other digital platforms.

Manual/Physical: Operates a motor vehicle requiring a standard Arizona Driver's License to travel to various locations to attend various events to photograph or record. Operates a variety

of standard office equipment including a personal computer. Ability to lift and move equipment and materials weighing up to 25 pounds using a cart or other aide.

Mental: Ability to understand and follow verbal and written instruction. Self-motivated and dependable. Excellent people skills, time management, self-motivated and strong organizational and planning skills. Creates, designs, and implements public awareness campaigns for assigned special assignments. Develops and produces publications for the general public. Develops AV materials including slide shows, videotape programs, and photographic displays. Assists in developing design layouts for promotion and marketing materials. Learns job-related material regarding computer applications, and industry updates and trends related to parks and recreation marketing. Prioritizes multiple projects, meets required deadlines, and handles more than one project simultaneously. Meets scheduling and attendance requirements.

Knowledge/Skills/Abilities

Knowledge of:

general theories of marketing, public relations, public information, and basic communication techniques;
advertising and publicity techniques and practices;
printing techniques and style guidelines for writing press releases and publications;
techniques of publication preparation, and design of brochures, displays, and visual aids,
English language usage and terminology used by various media; and principles and practices of composing and editing informational material.

Skill in:

effectively communicating with the general public;
making oral presentations/assisting with public outreach and engagement;
and assisting with the production of graphic designs, brochures, and other materials for training programs or public presentations.

Ability to:

establish and maintain effective working relationships;
assist in developing marketing and promotional materials;
write creatively to ensure audience interest;
present information clearly and in an interesting manner, both verbally and in writing to various audiences; assist in develop educational materials for a variety of audiences (example: pamphlets, posters, coloring books, public service announcements); attend neighborhood meetings, community events, public meetings, school groups, church groups, etc., to promote PRCF programs and activities; interact tactfully and courteously with the public; operate computerized informational databases for tracking programs and related information.

APPLY TODAY TO JOIN OUR TEAM!

CONTACT: PRCFVolunteers@mesaaz.gov