



Digital Media & Marketing Intern

Kenilworth Park District

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Closing Date:

Salary: \$20/Hour

Description:

Digital Media & Marketing Intern **Kenilworth Park District**

Job Description

Part-Time

Department: Administration

Pay: \$20/Hour

Location: In-person at the Kenilworth Park District

Attention Future Marketing Professionals

The Kenilworth Park District is seeking a Digital Media & Marketing Intern to work closely with the executive staff and other various members of the organization. This position will be involved in the day-to-day social content planning and graphic/visual elements of the Kenilworth Park District. They will gain valuable insight into various aspects of local government operations. This individual will support the team in telling the story of our brand through all our social media platforms. The successful candidate will be able to thrive in a fast-paced environment while maintaining a consistent structure, can-do attitude, and top-notch creative execution. Moreover, this individual must take initiative independently and manage ambiguity while embodying the vision, mission, and core values of the Kenilworth Park District

Responsibilities

- Developing effective content, promotion, engagement, and conversion strategies.
- Work with executive staff to outline a digital brand development program that aligns with overarching team goals and objectives.
- Assist the District in developing and growing Facebook, Instagram, TikTok, LinkedIn, SnapChat, Pinterest, and other social media platform pages.
- Assist in streamlining social media campaigns across all platforms.
- Incorporate current trends and “best practices” for social media campaigns.

- Handle social media, website, and branding imagery and photography for all campaigns.
- Establish key performance indicators (KPI) for each platform including audience growth, reach, engagement, response rate, and fan feedback to measure return on investment (ROI) and program effectiveness.
- Recommend budgets for activities to promote/boost content through social advertising.
- Identify and evaluate emerging social channels, features, applications, platforms, tools, and strategies; implement when beneficial to strategic objectives.
- Create and curate a unique and engaging “story” that compels people to interact with the Park District, and ultimately attend events hosted by the Kenilworth Park District.
- Organize and proof all hard copy and digital marketing materials for the agency.
- Identify and pursue opportunities for business sponsorship and partnership with the community.
- Produce and distribute weekly email blasts using the District Constant Contact account.
- Creation of press releases for internal and external communication.

Managing day-to-day social media & marketing activities:

- Planning, generating, and publishing relevant, original content daily.
- Drafting and distributing newsletters and other communications
- Writing program and event recaps and promotional articles
- Creating an editorial calendar and posting schedule – including short-term posts like Instagram Stories and Snapchat
- Participating in live videos while upholding and embodying the positive ideals and vision of the Kenilworth Park District.
- Overseeing the design of digital assets to ensure that they are consistent with brand positioning and Park District values.
- Controlling community management - monitoring, reposting, responding to online comments and reviews, etc. positively.
- Building, testing, and optimizing paid social media campaigns.

Related marketing duties include, but are not limited to:

- Developing sponsorship procurement decks and other materials
- Attending and representing the Kenilworth Park District at programs and events.
- Assisting with various “photo/video shoots” involving Park District staff, participants, and contractors.
- Participating in weekly marketing meetings
- Assist with capturing and analyzing social media metrics.
- Monitor social media channels for trending news and ideas.
- Assist in content creation for various digital advertisements.
- Photograph as needed to post on social media or use in digital marketing.
- Day-to-day marketing and office-related tasks, as required.
- Directly involved in marketing campaigns related to capital projects.
- Demonstrate a creative mindset.

Position Qualifications

The successful candidate will be enrolled full-time in a major university or college, studying Marketing. We're looking for a driven, ambitious individual who wants to create a career in marketing or advertising. As a Digital Media & Marketing Intern, you'll be part of a small, close-knit team that is passionate about promoting the Kenilworth Park District.

- Pursuit or participation in a current major related to Media and Marketing
- Experience executing and optimizing paid social and SEM campaigns that drive results.
- Experience setting up and utilizing Google Analytics
- Experience in Photoshop, Canva, and Adobe Creative Suite preferred.

- Must be able to prioritize and juggle multiple projects at the same time.
- Incredible attention to detail
- Strong problem-solving and communication skills
- Must reside in the Chicagoland area.
- Must have a flexible schedule and be available days, nights, and weekends according to the program and event schedule of the Park District.
- Background check is required.

This is a part-time in-person position that is available to begin immediately (8-15 hours per week) from February through April. The hours will increase to 25-30 per week from May to August.

Earn \$20 per hour plus invaluable experience in your field of study!

Interested Candidates should submit a cover letter and resume to Executive Director Johnathan Kiwala at jkiwala@kpdistrict.org. Position open until filled.