



Marketing Intern

Park District of Franklin Park

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Closing Date:
Salary: \$15 hour

Description: **The Position**

This position offers hands-on experience in various aspects of marketing, including social media management, content creation, and community outreach. You will work closely with the Marketing & Communications Manager to develop and implement strategies to enhance our brand presence and engage with our target audience. The internship schedule is tailored to his or her needs but includes night and weekend hours.

Responsibilities

Include but not limited to –

- **Social Media Management:** Assist in managing and growing our social media presence across platforms such as Facebook, X, Instagram, and LinkedIn.
- **Content Creation:** Develop written and visual content for marketing materials, including blog posts, newsletters, flyers, and promotional videos. Ensure that content aligns with our brand voice and resonates with our target audience.
- **Event Coordination:** Assist in planning and attending Park Party events and attend other summer events. This includes Dance Recital, Summer Concerts, Street Dance, etc.
- **Graphic Design:** Assist in creating eye-catching graphics and visuals for both digital and print marketing materials. Utilize design software such as Adobe, Photoshop, Illustrator, or Canva to produce high-quality designs.
- **Community Outreach:** Collaborate with local businesses, schools, and community organizations to promote park district initiatives and foster partnerships.
- **Analytics and Reporting:** Monitor the performance of marketing campaigns and initiatives using analytics tools. Prepare regular reports on key metrics, such as website traffic, social media engagement, and campaign effectiveness.
- **Obey and enforce the practical safety rules, regulations, and procedures established by the Park District safety program that are pertinent to the activities conducted by the department.**

Necessary Skills

- o Able to coordinate numerous projects at once while working with deadlines.
- o Excellent written and oral communication skills.

- o Ability to establish and maintain a working relationship with staff, media, and members.
- o Ability to solve problems independently in a professional manner.
- o Ability to perform duties with initiative, persistence, creativity, integrity, good judgment, and courtesy.
- o Proficient knowledge in Adobe Illustrator, InDesign, and Photoshop.

The Opportunity

The intern will have an integral part in marketing projects that epitomize the exciting changes in the image and function of the Park District.

Internship Term

12 weeks or depending on school requirements. Please note this is a seasonal internship. The internship begins on June 1 and ends on August 14.

Hours & Pay

The Marketing Intern is expected to work 20-40 hours a week. The pay for this position is \$15 an hour.

Our Internship Philosophy

The Park District of Franklin Park strives to provide every intern with intensive and comprehensive experience of district and department-wide operations and the tools and guidance to develop professional and marketing skills that will position them as competitive candidates in their future endeavors.