

## Memo

Date: March 17, 2017

To: Village Board

From: Brad Lange

Re: Marketing Intern

The Marketing Intern is a unique opportunity for staff to better communicate information to our residents. The need to better inform our residents about street projects, special events, “go green” initiatives (e-billing), Farmers’ Market, and Neighborhood Watch on a consistent basis is the goal.

The intern will work with all departments and NewEye to promote the village, our business community, land for sale, TIF District and much more. Tracking the success of the intern will be done by the increase in followers on Facebook, Twitter and by the number of residents that sign up for e-bills just to name a few.

The intern will be scheduled to work between 10 – 20 hours per week beginning in April and will conclude in August. The rate of pay for the position would be \$10.00 per hour with a maximum of 350 hours. Funding for this position would come from the Cadet Program for 2017.

Thank you for your consideration.





## VILLAGE OF ALLOUEZ POSITION DESCRIPTION

**POSITION TITLE:** Marketing Intern                      **APPROVED:**  
**REPORTS TO:** Village Administrator              **FLSA STATUS:** Non-exempt

**JOB PURPOSE:** The Marketing Intern will work with multiple departments to assist with marketing of the Village of Allouez, promotion of Village events and programs, managing the village website and social media content and other tools used to build awareness and use of village programs and services.

This is a real world experience opportunity for an individual interested in public relations, marketing, partnership-building, and web design in a municipal government setting.

**DUTIES & RESPONSIBILITIES:** The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive and other duties may be required and assigned.

- Assist in promoting the village brand
- Assist with website and social media content, including:
  - Website design
  - Social media marketing
  - Selecting and sizing graphics and photos
  - Research and writing of text
- Investigate and recommend new/emerging trends for social networks and technology
- Assist with preparation and promotions for village events
- Create flyers, brochures, etc. for village events and services
- Photograph Village of Allouez special events
- Help with e-newsletter
- Assist other departments with various aspects of marketing
- Other duties as assigned.

### **POSITION QUALIFICATIONS:**

Enrolled or a recent graduate of a college, university or technical school with course work in marketing, communications, public relations, public administration, or other related field.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Detail-oriented with strong written and verbal communication skills, and be comfortable

- working in teams as well as individually.
- Experience with social media, follows media trends, and changes.
- Ability to multi-task, work quickly and on deadline.
- Prior experience or other internships a plus, but not required.

**SUPERVISION/DECISION MAKING:**

Does not supervise other employees. Decisions affect the operation of the entire village. Receives administrative direction, sets own standards and works within overall policies, goals, and budget limits set forth.

**INTERACTION:**

Frequent inside and outside contacts with co-workers, immediate supervisor, and residents. Contacts involve matters where judgment must be exercised to obtain approval where differences of opinions exist

**HOURS OF WORK:**

This position is a paid, part-time position (10-20 hours/week), but may also be eligible for school credit depending on program requirements.

**SEASONAL WORKING WINDOW:**

April through December

Hours may be flexible to accommodate the needs of the job. Punctuality for this position is required. This position is limited to a maximum of 350 hours per year.

*This job description is intended to describe the functions and minimum requirements for the performance of this job. It is not to be construed as an exhaustive statement of all duties, responsibilities or requirements. The Village reserves the right to add, change or delete functions of this position at any time.*