

Marketing/New Media Specialist Internship

About The Tampa Bay Partnership:

The Tampa Bay Partnership (TBP) is the regional organization that brings the communities of Tampa Bay together to accelerate life's possibilities through advocacy, marketing, research and leadership. Founded in 1994, the Tampa Bay Partnership provides regional economic development for the metro areas of Tampa/St. Petersburg/ Clearwater, Lakeland, and Bradenton/Sarasota/Venice and the counties of Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota.

Intern Responsibilities:

An intern will fill the part-time position of Marketing/New Media Specialist to help support the TBP's marketing and communications programs. The internship's purpose is to assist the development of the web site, marketing materials and story/content development for all mediums. Responsibilities will include:

- Review and recommend new media approaches to web site initiatives.
- Create content for use on web and utilized for all other mediums.
- Develop new releases and target publications/outlets for pickup.
- Create marketing collateral to support business development functions.
- Track site statistics for recommendations/changes to current platform.
- Respond to internal and external requests for marketing support as needed.
- Performing other duties as assigned.

Requirements:

- Working towards a Bachelor's degree or Masters in Business, Marketing, New Media, Public Relations or a related field.

Knowledge, Skills, and Abilities:

- A high level of comfort and experience with the Internet both from a social media and a design/navigation standpoint. Knowledge of web-editing software such as FrontPage a plus.
- Professional writing skills essential.
- Creative flair and sense of design basics
- Must be skilled at time and task management – especially attentive to detail and deadlines.
- Ability to interact effectively with economic development partners, business leaders, the public, and internal TBP staff.
- Advanced knowledge of and high level of comfort with Microsoft Word and PowerPoint.

Internship Specifics:

The Marketing/New Media Specialist will work no less than 20 hours and no more than 32 hours per week. Hourly wage is \$12.00 per hour. The internships will last no less than one semester and will be reviewed at the end of one year. Work schedules are flexible to accommodate students' classes.

Application Instructions:

Send your resume' and a cover letter to:
Chris Steinocher, COO & SVP Marketing/Business Development
csteinocher@Tampabay.org
813-872-2807 voice
813-872-9356 fax