

LAEDC Marketing/Communications Internship

Fall 2016

The LA County Economic Development Corp (LAEDC) is a public-benefit, non-profit. We work to raise standards of living for our region's residents by increasing economic opportunity, and by fostering growth of our key industries and the jobs they create. We achieve this through objective economic research and analysis, strategic assistance to government and business, and targeted public policy. Our efforts are guided and supported by the expertise and counsel of our business, government and education members and partners. Learn more at www.LAEDC.org

Marketing/Communications Intern:

The LAEDC will provide training for an Intern in a program of project-based practical learning. Intern will develop skills in targeted email campaigns and list management, website updating and web content development, press (media) advisories, and other outbound communications including social media posting and strategy. Experience in these business processes are in-demand across most organizations and the intern will benefit not only from learning marketing and communications through practical experience, but also will learn how economic development and public policy actually works, and gain experience at a non-profit, public-benefit organization. The program would involve approximately 15-20 hours per week, over a period of approximately 6+ months, at LAEDC's office in downtown L.A.

Assignment:

Interns will be trained in a broad cross section of LAEDC marketing/communications activities that include assisting the Director in the ongoing outbound communications to large databases of stakeholders who interested in staying abreast of LAEDC activities. Training will include: developing and implementing email campaigns on the Constant Contact platform to promote news related to public policy and economic development, compilation of monthly newsletters, posting news items and events calendar items to the LAEDC websites, and writing and posting items to social media. Intern will also learn about interesting elements of public policy, economic research, and have opportunity to build relationships with elected officials and other leaders and stakeholders, and learn about economic stewardship of the region.

Desired Qualifications:

- Strong writing abilities
- Experience in Microsoft Office 2007—Outlook, PowerPoint, Word & Excel
- Some familiarity with email marketing platforms, WordPress website platform, and some social media platforms.
- Ability to balance multiple projects and meet deadlines
- Works well with colleagues, is tactful and thoughtful about subtleties of written communication

- Interest in public-benefit, the field of economic development and public policy

Required Documents:

- Cover Letter
- Resume
- Signed (original) letter from college/university confirming the student enrolled status and program.

Optional letter of recommendation from your school's faculty is recommended.

This is an unpaid internship that is only available to currently enrolled students, and transportation reimbursement is available with limits.

To begin the process, please send a cover letter and resume to Lawren Markle, Director of Public Relations and Marketing: **Lawren.Markle@laedc.org**