



LAEDC FALL 2018 INTERNSHIP

2016 – 2020 Countywide Strategic Plan for Economic Development Communications Intern

Summary

This Intern will be with our Propel L.A. division – the 2016-2020 Countywide Strategic Plan for Economic Development. The Plan is focused on job growth through economic development policies and programs, while maintaining a focus on economic inclusion and social equity. This internship function will be in communications – marketing and public relations.

Who We Are

The Los Angeles County Economic Development Corporation (LAEDC) provides collaborative and strategic economic development leadership to promote a globally competitive, prosperous and growing L.A. County economy to improve the health and wellbeing of our residents and communities and enable those residents to meet their basic human need for a job. 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. The LAEDC is a private, non-profit organization established in 1981 under section 501(c)3.

LAEDC's work includes the first-ever Countywide Strategic Plan for Economic Development. The current plan, led by the Propel L.A. team was developed through a very public, grassroots process that brought together over 500 stakeholders from business, government, labor, education, environmental and other community-based organizations to identify and build consensus around a set of economic development priorities to strengthen the economy and promote shared prosperity across all our communities. Visit www.propel.la to learn more.

Internship Opportunity

Within the communications function, projects will include:

- 1) Development of social media community on social media platforms including Twitter, Facebook, Instagram and LinkedIn. Explore new social channels for communications.
- 2) Outreach to key, strategic partners to gather content for stories and case studies. Interview key individuals making social impact change and spearheading programs for economic inclusion via in-person or video. Conduct write-ups per interview for online posting.
- 3) Develop and track success of social media campaigns, determining optimum content posting and timeframe for community engagement. Measure web traffic and monitor SEO.
- 4) Assist with launch of new communications tools, including podcast and establishment of media partner.
- 5) Data gathering and analysis to support messaging and narrative of Propel L.A.

Various other related activities will be in-process for the new Strategic Plan and the Intern will have opportunity to learn from and contribute to these activities. This is a unique opportunity for hands-on experience with economic development, with opportunities to make contacts with many of the top organizations in LA County, while learning how economic development and public policy works, and the role of effective communications. The program would involve approximately 15-20 hours per week at LAEDC's office in downtown L.A.

Desired Qualifications

- Strong writing skills
- Experience in Microsoft Office—Word, Excel, & Power Point
- Ability to balance multiple projects and meet deadlines
- Works well with colleagues, is tactful and thoughtful about subtleties of relationships with partner organizations.
- Experience in graphic design, photography, or videography helpful, but not required.
- Interest in the field of economic development and public policy

Required Documents

- Cover Letter
- Resume
- Signed (original) letter from college/university confirming student status and program enrollment.
- Writing sample
- Completed LAEDC application will be required from candidates selected to move forward in the internship process.

Compensation

This is an unpaid internship, with travel and parking reimbursement.

LAEDC is an equal opportunity employer.

To apply, please send required documents (cover letter, resume, letter from college/university, and writing sample) to Collette Hanna, collette.hanna@laedc.org