



LAEDC | Who We Are

The LA County Economic Development Corp (LAEDC) is a public-benefit, nonprofit, collectively advancing opportunity and prosperity for all LA County residents. We foster the growth of our key industries and the jobs they create, help our workforce adapt with the skills they need to find opportunity, and we look ahead to understand how the economy will create jobs of the future. We achieve this through objective economic research and analysis, strategic assistance to business, education, and government, and targeted public policy. In this capacity, the intern will learn valuable marketing skills while making a positive social impact. Learn more at www.LAEDC.org

The 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).

In addition, our Public Policy team issues recommendations that help shape state and local legislation including incentives and programs to improve regional job growth and economic prosperity.

In addition, Cal State LA students will earn college credit for the internship.

Internship Opportunity

The LAEDC will provide training for an Intern in a program of project-based practical learning. The intern will develop skills in targeted email campaigns and list management, website updating and web content development, and social media posting and strategy. In addition, LAEDC is embarking on a CRM implementation (Salesforce) and the intern will gain understanding and valued skills related to CRM design and rollout.

The interns will also support the LAEDC's event programs, which involves research on a variety of topics as well as providing logistical support in advance and onsite at events. The intern will gain valuable insights into the many industries and relevant topics that affect the local LA County economy.

Experience in these business processes are in-demand across most organizations and the intern will benefit not only from learning marketing communications and events 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 and events activities that include assisting the Strategic Relations team in the ongoing outbound communications to

large databases of diverse stakeholders who interested in participating in LAEDC initiatives related to our social causes. Training will include: Developing messages for numerous audiences, developing and implementing email campaigns to promote initiatives and news related to public policy and economic development, posting items to the LAEDC WordPress website, and writing and posting items to social media including sophisticated targeting and engagement with key influencers on social media platforms. In addition, the intern will support the organization on the creation and delivery of all of the event programming that takes place throughout the year. The intern will also learn about interesting elements of public policy, economic research, and have the opportunity to build relationships with elected officials and other leaders and stakeholders and learn about economic stewardship of the region.

The LAEDC will provide training for an intern in a program of project-based practical learning. Intern will:

- Assist with LAEDC membership communications using software such as Salesforce, Splash, and Constant Contact.
- Assist in the event planning process including managing the RSVP lists, create agendas for various high-profile meetings, create name tags, attend the event and assist with on-site logistics.
- Cross-collaborate with other LAEDC departments to create effective communications regarding upcoming meetings and events. Effectively relay that information to the LAEDC constituents utilizing social media, email, and various other communications platforms.
- Conduct research on a given topic to discover potential programming ideas, and speakers for future events.
- Support the Marketing Manager on email and social media communications.
- Light database maintenance.
- Website updates using WordPress (training provided)

The Intern will have the opportunity to learn from and contribute to all the various activities of a high-profile nonprofit organization. The intern will meet high-level business executives and elected officials. This is a unique opportunity for hands-on experience with event programming and execution and marketing communications, while also learning how economic development and public policy work in the LA County region.

The program would involve approximately 8 to 10 hours per week, over a period of 4-6 months, at LAEDC's office in downtown L.A. Parking/travel reimbursement up to \$100 per month is provided. This is an unpaid internship.

Desired Qualifications:

- Strong writing and organizational skills
- Strong analytical skills

- Strong interest in the field of marketing, event planning, policy, and in general business issues
- Experience in Microsoft Office—Outlook, PowerPoint, Word & Excel
- Some familiarity with email marketing platforms, WordPress website platform, and some social media platforms.
- Able to interface confidently with high-profile individuals
- Carries him/herself in a highly professional manner
- Ability to balance multiple projects and meet deadlines in a fast-paced environment
- Works well with colleagues, is tactful and thoughtful about the 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/program.
- Completed LAEDC Application (available upon being selected)
- 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.

Compensation:

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

Next Steps:

Please send a cover letter and resume to Rick Moelis, Director, Event Programs: rick.moelis@laedc.org

Position availability:

Now through 2020