



## JOB DESCRIPTION for COLLEGE INTERN

Hours per week: 10-12 as necessary

The La Grange Business Association is an organization that helps to promote and support the economic vitality of our local business members through targeted sales efforts, marketing initiatives, educational programs and special events.

The internship is a 10- week commitment with \$500 stipend paid at the completion of the program. Job requirements are to assist the LGBA staff in the following areas:

1. Assist in expanding our profile, messaging and audience engagement on social media. This includes content management on Facebook, Twitter, and Instagram accounts with goal of capturing additional shares and reach through frequent posts, event listings; explore small business platforms such as Hootsuite and Constant Contact; make recommendations for improvements.
2. Expand LGBA photo and video library to use with media releases, calendars, newsletters; photograph appropriate LGBA events and ribbon cuttings for distribution and archiving.
3. Maintain an updated media list. Research and expand LGBA media list to include local bloggers for retail, restaurants, events, businesses.
  - a. Research calendar listings for local print publications
  - b. Research radio station websites
4. Meet regularly with LGBA staff for planning and supervision; attend monthly member meetings, committee meetings, and planning meetings as directed.
5. Assist in the planning and implementation of sales promotions and/or special events such as the La Grange Farmers Market, the West End Art Festival, Family Wellness Expo, La Grange Craft Fair, Halloween Walk & Fall Festival, Hometown Holiday, Small Business Saturday, etc.
6. Assist in strategy and organization of LGBA-affiliated retailer and restaurant promotions as needed.
7. Write and distribute media releases, media advisories, and publicity materials for events and promotions. Regularly post information to online calendars of newspapers, magazines, radio stations and community organizations.
8. Responsible for distribution of marketing materials and information to local

calendars of newspapers, magazines, radio stations and community organizations.

8. Responsible for distribution of marketing materials and information to local businesses; attend meetings as necessary and represent the LGBA in a professional, mature competent manner.

**Job skills:** Strong writing abilities, quick learner, requires minimal supervision, works well under pressure, demonstrates initiative, organized and detail - oriented, reliable, punctual, strong administrative skills. Intern must be personable, flexible, mature and be able to maintain a professional demeanor and represent the La Grange Business Association in an appropriate manner.

**Requirements:** Must be an in-coming college sophomore, junior, or senior majoring in Marketing, Communications or Public Relations. He or she is expected to be familiar with the La Grange business community and be available to work nights and weekends.

Updated 8.16