



Marketing/Events Internship

Background

The New Orleans Business Alliance (NOLABA) is the official non-profit organization tasked with leading economic development initiatives for the City of New Orleans. NOLABA is a public-private partnership between the City of New Orleans and private investors from the local community, and is the result of a long-term effort by the New Orleans business community to adapt national best practices in economic development.

Job Description

The Marketing Interns will support the Marketing/Events Department on projects related to our events, social media, web revisions, graphic design, media relations and data management.

Major Duties & Responsibilities:

- Assist in development and implementation of digital campaigns
- Assist in development and distribution of organizational email newsletter
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for optimizing social media campaigns
- Web Development: research, update and edit content on the website. A willingness to learn how to use digital strategies and software to optimize SEO
- Database management: research and compile lists, organize into usable format and load into CRM systems
- Content creation and curate digital marketing channels
- Attend events to Live-Tweet and/or Facebook
- Support with Event logistics - - including identifying and communicating with vendors; setting up event task lists; all aspects of setup and breakdown of events as needed.
- Organizational tasks – organizing event closet and keeping track of all event giveaway items

Qualifications / Skills Requested

- Undergraduate Junior or Senior in Marketing or related field; Graduate student preferred
- Proficiency in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, and Publisher)
- Graphic Design experience: familiarity with Adobe Creative Suite, prefer experience with at least one of the following programs: Adobe Acrobat Pro, Photoshop, InDesign, Illustrator
- Fluency in social media including: Twitter, Facebook, Google applications, Google Analytics and Sprout Social (or similar) and use of Hootsuite
- Superior communication and skills (verbal and written)
- Experience working in a team-oriented environment



- Strong organizational and critical thinking skills, with the ability to work well under tight deadlines and pressure
- Work comfortably in a highly collaborative environment; manage competing interests and strong personalities
- Ability to handle multi-reporting and multi-tasking
- Professional demeanor at all times
- Ability to work independently in high-paced and sometimes demanding environment
- Flexible and excited about all aspects of marketing/communications including creating event experiences.

Application Process:

- For consideration for one of these internship opportunities, send the following documents via email to careers@nolaba.org:
 - Resume
 - Cover Letter
- In your email, please note ***“NOLABA Marketing Internship”*** in the subject line.
- Commitment: Interns must be able to work 15-20 hours per week during the Spring on a schedule to be determined prior to start date. This NOLABA internship is paid at the rate of \$17/hr. with the opportunity to earn course credit with appropriate university approval.

Internship Location

New Orleans Business Alliance
1250 Poydras Street, Suite 2150
New Orleans, LA 70113