



## Digital Marketing Intern

Paid - Part Time (up to 20hr/week)

Indianapolis, Indiana

Reports To: Development and Marketing Manager

## OVERVIEW

Indianapolis Cultural Trail Inc. (ICT) oversees all aspects of the eight-mile Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick, a public, linear park connecting all of downtown Indianapolis. The Cultural Trail is not only a bike and pedestrian pathway, but a destination in its own right, receiving praise and accolades from publications around the world including The New York Times and Metropolis Magazine. The Indianapolis Cultural Trail is viewed as the model for how beautiful connectivity and thought-provoking urban design can drive economic development, build community, enhance tourism and impact public health. The Trail includes eight miles of public gardens, a public art collection and is accessible 24 hours, 365 days a year. ICT has many programs including Pacers Bikeshare, Indy Cultural Trail Food Tours, three of downtown's public spaces (Canal, Georgia Street, and Lugar Plaza), and Everybody Rides which includes adaptive bikes. ICT is comprised of professional, creative and flexible individuals who work in a friendly, team-oriented environment.

The social media coordinator will work across departments to develop integrated content for the ICT's social platforms. Successful candidates should be creative and have an innovative, "social first" mindset. This position is responsible for growing ICT's social media presence to increase brand awareness and generate engagement.

## RESPONSIBILITIES

The essential job functions include the following:

- Develop and implement strategies to grow audience and increase engagement through social media platforms (Facebook, Instagram, and Twitter)
- Partner across the organization to create social content that supports strategic goals
- Write social copy and develop digital assets
- Create monthly content for e-newsletter
- Manage the development of digital videos, photography, and other digital media
- Organize, prioritize, and schedule the social content calendar
- Research and test social media messages and new features
- Track social engagement and report on analytics
- Monitor industry updates within the social landscape
- Assist with website updates, as needed
- Serve as Indianapolis Cultural Trail ambassador on the Cultural Trail through excellent customer service, positive interactions with Trail users.
- Other duties as assigned.

## **QUALIFICATIONS**

The requirements below are representative of the knowledge, skill and/or ability required.

- Excellent organization skills and ability to meet deadlines.
- Self-motivated, results-driven, detail-oriented, energetic, and highly organized with strong writing, visual/graphic, and communications skills
- Track record of innovation in the social space
- Excellent writing skills and a good visual eye
- Experience with Adobe Suite and social media scheduling tools (e.g. Later, Sprout Social, or Hootsuite)
- Comfortable in a fast-paced environment
- Ability to manage multiple projects simultaneously

## **PREFERRED SKILLS and EXPERIENCE**

- Excellent written, verbal, and listening communication skills
- Basic production and video editing capabilities or desire to learn
- Familiarity with or desire to learn website content management systems like WordPress
- Ability to work occasional nights and weekends, if needed
- Outdoor work required
- Enrollment in a marketing/communications/public relations or related bachelor's degree program preferred.
- Junior/Senior collegiate student
- Knowledge of downtown Indianapolis

Indianapolis Cultural Trail, Inc. is committed to diversity among our staff and is an equal opportunity employer. It is our policy to recruit, hire, train, promote and administer any and all personnel without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, gender identity or expression, physical disability, or any other legally protected basis.

Interested individuals should send a resume and cover letter to [SFrey@IndyCulturalTrail.org](mailto:SFrey@IndyCulturalTrail.org) with Q4 Digital Marketing Intern 2020 in the subject of the email. Resumes must be received by September 30, 2020.

Cover letter must answer the following questions: Who are you and what skills and experience do you bring to this internship? Why do you want to intern with Indianapolis Cultural Trail Inc? What's your favorite part of the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick? What is your favorite city or town outside of Indianapolis and why?