

Marketing & Communications Intern

Are you a current marketing student interested in gaining valuable experience to prepare you for a successful career in marketing while also providing valuable services to the Kalamazoo community? Then Kalamazoo Public Library is looking for you!

The MAC Intern will have the opportunity to work with a professional marketer, graphic designer, and videographer with decades of combined experience and learn how to plan and execute marketing campaigns, collect and analyze data, strengthen writing and proofing skills, build relationships with the media, gain valuable basic graphic design and videography skills and much more!

This is a part-time (maximum 25 hours per week), paid internship. Job duties will be performed onsite at the Central Library location, 315 South Rose Street. This is not a remote position. To qualify, applicants must currently be enrolled in and on-track to graduate from a four-year college or university to earn their degree in marketing, communications, or a similar field. Candidates are qualified to retain their internship until 6 months post-graduation.

Duties & Responsibilities

- Provide project management support
- Enter content on website and social media
- Collect and analyzing website and social media data
- Proof printed and digital marketing materials and promotions
- Write content for website, social media, press releases
- Maintain marketing and promotional supplies storage
- Support branch library needs for outreach materials and promotional supplies

Skills and Qualifications

- Basic knowledge of marketing strategies, new marketing tactics and tools
- Strong verbal and written communication skills
- Strong proofreading skills
- Organization and time management skills
- Ability to quickly learn and process information
- Proficiency with word processing, spreadsheet and presentation software
- Aptitude with various social media platforms as well as the data tracking tools associated with them

Preferred but not Required Skills

- Experience with WordPress or similar content management systems
- Experience with digital newsletter/mass email tools like MailChimp, Constant Contact, etc.
- Basic knowledge of Adobe Design products such as Photoshop, Illustrator or InDesign

Schedule

20-25 hrs. weekly; Monday-Friday

Schedule is set by semester

Salary

\$11.95 - \$14.95 hourly

Completed application, resume and cover letter are required for consideration.

www.kpl.gov/jobs/

Applications accepted until the position is filled.