

Marketing & Multimedia Intern

Company:	Downtown Tempe Authority Inc. (DTA)
Our Structure:	501(c)6 nonprofit
Location:	Tempe, AZ
Status:	Part-time hourly employment
Work Space:	Mix of in the office and remote work
Reporting:	Reports to Director of Marketing & Strategy
Hourly Range:	\$20 hourly ~ 15 hours/week

What We're Looking For

Downtown Tempe Authority (DTA) is seeking a creative, curious, and enthusiastic Marketing & Multimedia Intern to support the promotion of Downtown Tempe's businesses, events, programs, and initiatives.

This position is ideal for someone who enjoys social media, content creation, photography, videography, and storytelling. From capturing content at local businesses and community events to assisting with social media and marketing campaigns, no two days look exactly the same.

We're looking for someone who is organized, eager to learn, comfortable working independently, and excited to contribute to a small team that values creativity, adaptability, and community. A genuine interest in downtowns, local businesses, events, and digital media is a plus.

Key Responsibilities

- Support day-to-day social media efforts across Instagram, Facebook, TikTok, LinkedIn, and other platforms as assigned.
- Create and schedule social media content including reels, stories, short-form videos, graphics, and captions.
- Monitor social media engagement and assist with responding to comments, messages, tags, and community interactions.
- Assist with the development and maintenance of monthly social media content calendars.
- Lead influencer marketing efforts, including outreach, coordination, scheduling, and content tracking when applicable.

- Capture photo and video content throughout Downtown Tempe to support social media, blogs, email marketing, and promotional campaigns.
- Identify content opportunities related to local businesses, public art, public spaces, events, and community experiences.
- Organize, edit, and upload content into shared asset libraries for future marketing use.
- Support website updates, content refreshes, blog formatting, and other digital marketing projects as assigned.
- Assist with campaign support projects, including business outreach, information gathering, and promotional initiatives as assigned.
- Attend Downtown Tempe Authority events and activations to capture content and support marketing efforts.
- Research social media trends, emerging platforms, and content opportunities relevant to Downtown Tempe audiences.
- Provide general marketing and administrative support as assigned.

Qualifications

Required

- Current college student or recent graduate pursuing a degree in Marketing, Communications, Journalism, Public Relations, Digital Media, Graphic Design, or a related field.
- Familiarity with major social media platforms including Instagram, Facebook, TikTok, and LinkedIn.
- Experience creating short-form video content for social media.
- Strong written and verbal communication skills.
- Experience using Canva or similar design tools.
- Basic photography and videography skills using a iPhone or camera.
- Strong organizational skills and attention to detail.
- Ability to work independently, manage multiple assignments, and meet deadlines.
- Availability to attend occasional evenings and weekends for events and content collection.

Preferred

- Experience with Adobe Creative Suite, CapCut, or other editing platforms.
- Experience managing social media accounts for a business, organization, student group, or personal brand.
- Knowledge of current social media trends and content best practices.
- Interest in events, tourism, destination marketing, downtown development, or community engagement

Work Environment & Physical Requirements

- Flexible part-time schedule, up to 15 hours per week.
- Hybrid work arrangement with a combination of in-office, remote, and field work.
- Ability to stand, walk, and work outdoors for extended periods during events.
- Ability to lift and transport marketing materials and event supplies up to 25 pounds.

About Downtown Tempe Authority

Nestled along the shores of Tempe Town Lake, Downtown Tempe is a district like no other. Downtown Tempe Authority, the area's Business Improvement District, champions more than 165 street-level businesses, the majority locally owned, and works to shape every downtown experience. From keeping streets clean and safe, to advancing parking and mobility technology, to producing signature events and activating public spaces, DTA works to create a positive and welcoming experience for residents, businesses, and visitors.