



## **NASHVILLE DOWNTOWN PARTNERSHIP**

**TO MAKE DOWNTOWN NASHVILLE THE COMPELLING URBAN CENTER IN THE SOUTHEAST IN WHICH TO LIVE, WORK, PLAY AND INVEST.**

**ORGANIZATION:** The Nashville Downtown Partnership is a dynamic nonprofit 501(c)6 organization working with business and community leaders (from both private and public sectors), and property owners to provide energy, vision, and advocacy for downtown Nashville. The Partnership's core purpose is to make downtown Nashville the compelling urban center in the southeast in which to live, work, play and invest. Strategic initiatives include clean and safe services, advocacy, access and transportation, business, residential and retail development, and image and communications. Working collaboratively with its partners, the Partnership is a visible and innovative leader in Nashville's urban development. For more detailed information, please visit [www.nashvilledowntown.com](http://www.nashvilledowntown.com).

**POSITION:** Marketing & Communications Intern

**REPORT:** This position reports to the Marketing & Communications Manager

**JOB DESCRIPTION:** The position requires working collaboratively and independently on many digital communication content and campaigns, including social media, email marketing, website content/experience, advertisements, and other communication needs. The ideal candidate possesses creativity, storytelling abilities and audience engagement acumen.

All this communication should work to serve stakeholders, amplify the value proposition of downtown overall, and enhance the Nashville Downtown Partnership's brand.

**Primary Tasks and Responsibilities include, but are not limited to:**

- Help curate and execute social media content that resonates with and attracts downtown residents, businesses, employees, and visitors – “selling” the downtown experience
- Masterful understanding of the nuances of each social media platforms and the need to curate distinct voices and messages for optimal relevance and visibility
- Deploy tools and tactics to grow our digital audience, specifically from local markets
- Help pull social media analytics to track progress monthly
- Manage website data entry to ensure events calendar is up to date, comprehensive, and accurate
- Write and execute the weekly e-newsletter and other email marketing as needed
- Assist Marketing and Communication manager with Press Releases and communicating with the media as needed



## **REQUIREMENTS & QUALIFICATIONS**

- University student pursuing related degree
- Attention to detail and capacity to produce effective and accurate, content
- Ability and desire to take initiative and achieve goals
- Excellent oral and written communication skills
- Strong computer skills – Microsoft Office, Adobe
- Strong attention to detail
- Strong interpersonal and problem-solving skills
- Good organizational skills, ability to multi-task and meet deadlines
- Proficiency in Canva or other graphic design platform is a plus

**HOURS & LOCATION:** Up to 30 hours a week can be arranged working within regular business hours (9 AM – 5 PM) Monday through Friday as well as occasional nights/weekends for special events.

**COMPENSATION:** Hourly rate of \$15/hour with complimentary covered parking

The Nashville Downtown Partnership is an Equal Opportunity Employer.