



## **Marketing & Communications Intern**

The National Landing Business Improvement District (BID) is seeking a **Marketing & Communications Intern** to support communications efforts to help enhance the profile of National Landing on a local and national platform. Responsibilities for this role include:

- Support content creation and curation across communications and marketing channels including website, social media and email marketing
- Design digital and print collateral for upcoming events, social media channels, and email marketing
- Research new trends on Instagram, TikTok, LinkedIn, and other social media and content platforms
- Collect and interpret analytics from marketing campaigns, social platforms, and website.
- Collaborate with various internal departments to commission and create assets for social
- Support BID events programming and logistics with marketing and communications strategies as well as on-site presence, as needed
- Other duties as assigned

### **EXPERIENCE AND QUALIFICATIONS:**

- Ability to manage multiple priorities and meet deadlines with minimal supervision
- Strong organizational, written, and verbal communication skills
- High degree of accuracy and attention to detail
- Detail-oriented, self-starter, and problem-solver
- Technical capability with Adobe Creative Suite, Microsoft Office including Word, PowerPoint, and Excel
- Experience with social media and marketing & promotional strategy
- Team-oriented with a positive outlook
- Collaborative and creative mindset and ability to work in a fast-paced environment
- Design experience preferred
- Familiarity with Arlington County and National Landing a plus
- Interest in current and emerging trends in the marketing and digital strategy industry
- Currently enrolled or completed an undergraduate or graduate program of an accredited College or University

### **LEARNING OUTCOMES AND BENEFITS:**

- Experience and exposure to all facets of a placemaking organization
- Apply the principles of public relations and communication in a nonprofit organization
- Gain experience in project management

- Create materials that can be included in a professional portfolio, specifically focusing on press releases, social media content, announcements and newsletters
- Exposure to community leaders and businesses

**EMPLOYMENT TYPE:** This is an in-person, part-time position working between 10 and 30 hours per week and may include remote work as well as evening and/or weekend meetings, and community events). Required in-office and virtual dates.

**COMPENSATION:** \$22/Hour

**TO APPLY:**

Send a resume and cover letter to [careers@nationallanding.org](mailto:careers@nationallanding.org) with a subject line of "Marketing and Communications Intern." ***Qualifying applicants will be interviewed on a rolling basis.***

**About the National Landing Business Improvement District**

The National Landing BID is a nonprofit public-private partnership that serves as the place management organization for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard. We're storytellers, placemakers, idea champions, and community builders. We bring people together through placemaking, public art, transportation, economic development, events, marketing, and promotion.

Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting renaissance driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure in the coming years.

**Our mission, vision, and values**

**Mission:** To serve as champions for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard

**Vision:** National Landing will redefine downtown as a dynamic, mixed-use, urban center with vibrant streets, playful programming, next-generation mobility, world-class parks, and human-scaled design. Our future is sustainable and innovative, with a strong economy and inclusive community.

**Values:** Collaborative, creative, design-forward, fun, inclusive, innovative, people-centered, sustainable.