Social Media & Community Outreach Intern
Marketing and Events Assistant

Position Details: We are seeking someone who has a knack for reaching the right people at the right time in the right ways! The Marketing & Community Outreach intern will support DDA’s efforts to increase the impact and visibility of the Downtown Grand Forks, as well as our contributing and sponsor partners. This part of our non-profit organization is essential for expanding new events and programs with different levels of fundraising, grants, and strategic partnerships. The Marketing & Community Outreach intern will learn real life experience in non-profit entrepreneurship and grass roots outreach strategy. The works closely with the Executive Director which include:

- Market research on business opportunities and market trends, business owner interviews, economic development strategy, and market analysis.
- Research current national and international downtown trends and topics:
  - Tourism, Walkability, Parking, Vacant Retail Space Marketing, Public Spaces, Bike Share programs, Uber, Urban Development
- Research DDA target market; build and conduct surveys to better understand the habits, behaviors, opinions of the local Grand Forks public and businesses:
  - What types of events and programs are popular with the people of Grand Forks?
  - Where are the young people going? How are they spending their free time?
  - Grand Forks social media usage and habits? Geotargeting
  - How to collaborate with the high school and universities in town?
  - Where do people get their news and information?
  - What tools are businesses using to promote themselves? What do they need help with?
- Help develop and expand programs & projects for the DDA:
  - DDA Brand Development
  - Contributing Partners Marketing Plan
  - Vacant Retail Space Marketing Plan
  - Small Business Promotions
- Assist the ED to research, write, apply, and secure grants (national & local) and sponsorships with the goal to improve monetary performance for the organization
- Duties and responsibilities involve strategic planning and implementation of sales, marketing, grant writing, sponsor partnerships, online & offline fundraising, and crowd funding, business-to-business sales partnerships, partnership agreement
- Maintain press contacts database
- Maintain DDA contributing partners’ spreadsheet
- Maintain GF & EGF Chamber of Business contact spreadsheet

- Social Media
  - Educate DDA social media followers on current national and international downtown trends
    - Follow key industry leaders & organizations on Twitter, Facebook, Instagram: PlaceMakers, Strong Town
    - Create fun and educational weekly contents on respective DDA social media pages
  - Educate DDA social media followers about the history of Downtown Grand Forks
    - Buildings, Pocket Parks, Flood Wall
o Stay up to date on ALL Downtown Grand Forks events, news & happenings and create social media posts:
  • Follow ALL downtown businesses on their respective social media pages
  • Follow ALL DDA contributing partners on their respective social media pages
  • Create contents to promote downtown events, business events, New Store openings, developmental projects, business anniversaries

● Website
  o Maintain DDA Website
    • Contributing Partners Map
    • Event Pages
    • Write Blogs
    • Update Events calendar

● DDA Marketing Material
  o Assist ED with DDA monthly e-newsletter on Constant Contact
    • DDA Year in Review
    • Updating Contributing Partners with DDA news and happenings
  o Thank-you cards
  o DDA Brochure