

Marketing Communications Intern

20 hours per week | April – July 3, 2024, with the potential to continue through December 2024

About Us

Hello West Michigan promotes West Michigan as a great place to live and work. We have 2 sides:

- One helps businesses and their HR teams find the right candidates for their job openings.
- The other markets the region and helps people relocating to West Michigan.

This internship is all about the marketing that takes place at the intersection of business and lifestyle. Our interns make up a third of our team and are an integral part of how we carry out our mission.

Job Description

Under general direction, the Marketing Communications Intern manages several of their own project areas and gains exposure to the work done by other team members in a collaborative environment. They will be responsible for assisting the team in implementing the organization's marketing and communication strategy and tactics. This internship is a great opportunity to gain hands-on, professional experience working on a variety of marketing and communication efforts including content creation, social media, customer communication (CRM), website content management, and email marketing. The right candidate for this position will possess a strong work ethic and enthusiasm to gain new knowledge and experience.

Key Responsibilities

- Original writing
 - Brainstorm, write, and promote postings for the blog
 - Interview successful hires and write candidate testimonials
- Email marketing
 - Create and curate content for e-newsletters to a variety of audiences
 - Assist in the development of new projects for in-bound messaging to candidates
- Social Media
 - Strategize a content calendar that uses both curated and original content to advance goals
 - Create new original content through graphic design, writing, and occasionally video
 - Write and schedule posts based on our content calendar using LinkedIn, Facebook, and Instagram
- Website
 - Assist in the maintenance and updating of content for the organization's website
- Events
 - Support the marketing and execution of events as needed
- Working with Candidates
 - Communicate with candidates and process new candidate leads to ensure a smooth process
- Research
 - Research and report on best practices in the industry for digital marketing

Job Skills

- Self-starter with the ability to manage multiple projects in a fast-paced, deadline-driven environment
- Must be able to work independently without direct supervision
- Proven writing skills
- Proven graphic design skills
- Experience with journalism, editing, newsletter, or blog writing

Our interns work with high-level professionals in marketing and human resources. In addition to key responsibilities, interns will get exposure to:

- Digital marketing campaigns: analytics, vendor contracts, campaign strategy and optimization
- Business meetings: etiquette, relationships, communication
- Event Planning: brainstorming, budgeting, planning, execution, follow-up
- General HR and Talent landscape in West Michigan

Interested candidates apply with their resume and work samples by March 22 at hellowestmichigan.com/apply.