

BUSINESS RELATIONS INTERN JOB DESCRIPTION

LOCATION

City of Jackson
Department of Planning & Development/Business Development Division
200 S President St, Jackson Mississippi, 39201

A BRIEF DESCRIPTION

The City of Jackson is the municipality that serves the citizens of Jackson, Mississippi. The Capital City is the most populous in the state, with estimates of around 165,000 citizens.

PURPOSE

Establish and maintain relationships with new and existing business enterprises assisting with the City's effort to facilitate potential expansion.

INTERN DUTIES AND RESPONSIBILITIES

- Contact Business Enterprises by telephone to establish a positive relationship
- Raise awareness of support offered by the business development division
- Interact with business owners and reaffirm their experience/trust in city government
- Resolve inquiries or complaints quickly and effectively

REQUIREMENTS

- Enrollment in an accredited college or university
- Must have 48 credits or be a sophomore in college
- Must have completed courses related to Business or Public administration
- 3.0 GPA or higher

QUALIFICATIONS

- Excellent communication skills
- Aptitude for fostering positive relationships
- Problem-solving attitude
- Teamwork and leadership skills
- Business-oriented mindset

SCHEDULE AND DURATION

- Four-month duration
- Four hours per day/20 hours per week

MULTI-MEDIA INTERN

LOCATION

City of Jackson / Department of Planning & Development / Business Development Division
200 S President St • Jackson MS 39201

A BRIEF DESCRIPTION

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PURPOSE

Navigation of digital media for a government agency.

INTERN DUTIES AND RESPONSIBILITIES

- Works with videographer/photographer to gather and edit compelling video and captivating sound
- Can juggle multiple and projects at once, demonstrates exceptional time-management skills by meeting all deadlines under extraordinary pressure.
- Videography/video editing City events and news
- Interviews subjects in person, over the telephone or via computer terminals, and captured on video and photo.
- Demonstrate compelling storytelling using dynamic live shots and stand-ups, creative graphics, and use of digital and social media platforms

REQUIREMENTS AND QUALIFICATIONS

- Enrollment in or graduation from an accredited college or university
- 3.0 GPA or higher / Communications, Journalism, or comparable major
- Strong writing and storytelling skills
- Adobe Photoshop and Illustrator; Microsoft Paint and Publisher; Adobe Premiere Pro, Canva, and Final Cut Pro X experience a plus

BENEFITS OF THE INTERNSHIP (E.G. COMPENSATION, IF APPLICABLE)

- Practical experience with traditional marketing/advertising techniques
- Shadowing, mentoring, and training opportunities with experienced, knowledgeable professionals
- Opportunity to participate in networking events and City meetings

SCHEDULE AND DURATION

- Four-month duration / Four hours per day/20 hours per week
- Flexible scheduling w/availability outside normal business hours

EXPECTATIONS

- Create videos, podcast, and other broadcasts of the City's annual events and special networking events

VIDEOGRAPHY/PHOTOGRAPHY INTERN

LOCATION

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PURPOSE

Navigation of digital media for a government agency.

INTERN DUTIES AND RESPONSIBILITIES

- Create graphic design projects
- Photography/photo editing of City events and news
- Videography/video editing City events and news

REQUIREMENTS AND QUALIFICATIONS

- Enrollment in or graduation from an accredited college or university
- 3.0 GPA or higher
- Communications, Marketing, Visual Arts major
- 6 months of experience videography and video editing
- Excellent verbal and written communication skills
- Adobe Photoshop and Illustrator; Microsoft Paint and Publisher; Canva, Adobe Premiere Pro and Final Cut Pro X experience a plus

BENEFITS OF THE INTERNSHIP (E.G. COMPENSATION, IF APPLICABLE)

- Practical experience with traditional marketing/advertising techniques
- Shadowing, mentoring, and training opportunities with experienced, knowledgeable professionals
- Opportunity to participate in networking events and company meetings
- Flexible scheduling w/availability outside normal business hours

SCHEDULE AND DURATION

- Four month duration
- Four hours per day/20 hours per week
- Available outside normal business hours

EXPECTATIONS

- Produce quality digital media of the City's annual events and special networking events

CONTENT WRITER INTERN

LOCATION

City of Jackson / Department of Planning & Development / Business Development Division
200 S President St • Jackson MS 39201

PURPOSE

Navigation of traditional & Social Media for a government agency.

INTERN DUTIES AND RESPONSIBILITIES

- Create content on blogs and forums, and newsletters
- Create Facebook, Instagram, YouTube, Email and SMS campaigns to highlight special events
- Partner with influencers on Facebook, Instagram, LinkedIn, Twitter, and YouTube to drive outreach and promotion
- Work with staff to develop frequent stories
- Assist with planning networking and other outreach events

REQUIREMENTS AND QUALIFICATIONS

- Enrollment in or graduation from an accredited college or university
- 3.0 GPA or higher
- Communications, Marketing, or comparable major
- 6 months of experience social media platforms
- Creative thinker / Excellent verbal and written communication skills / Strong command of AP writing, spelling, grammar, and style
- Ability to take direction and multi-task
- Canva, Word, Adobe experience a plus

BENEFITS OF THE INTERNSHIP (E.G. COMPENSATION, IF APPLICABLE)

- Practical experience with traditional marketing/advertising techniques
- Shadowing, mentoring, and training opportunities with experienced, knowledgeable professionals
- Opportunity to participate in networking events and company meetings

SCHEDULE AND DURATION

- Four month duration
- Four hours per day/20 hours per week

EXPECTATIONS

- Create engaging content for Facebook, Instagram and YouTube Stories of local events and issues; and use Email and SMS marketing to increase online buzz and turn-out to the City's annual events and special networking events

SOCIAL MEDIA INTERN

LOCATION

City of Jackson
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200 S President St
Jackson MS 39201

A BRIEF DESCRIPTION

The City of Jackson is the municipality which serves the citizens of Jackson, Mississippi. The Capital City is the largest populous in the state with estimates around 165,000 citizens.

PURPOSE

Navigation of posting social media content for a government agency.

INTERN DUTIES AND RESPONSIBILITIES

- Schedule posts on social platforms: Facebook, Instagram, LinkedIn, Twitter, and YouTube
- Monitor social media for trending topics specific to the city and city government
- Interact with citizens and reaffirm their experience/trust in city government
- Track engagement, reach, and other analytics to ensure maximum reach into the metropolitan community.
- Identify Social Media influencers across all platforms

REQUIREMENTS AND QUALIFICATIONS

- Enrollment in an accredited college or university
- Must have 48 credits or be a sophomore in college
- Must have completed courses related to traditional/social/digital media production
- 3.0 GPA or higher
- Communications or Marketing major
- 6 months of experience social media platforms

BENEFITS OF THE INTERNSHIP

- Navigate social media content for a government agency.
- Practical experience with social media campaigns.
- Expanding customer service skills to engage with the service expectations of citizens.
- Understanding issues/influencers/involvement relative to increased quality of life for citizens of a municipality.

SCHEDULE AND DURATION

- Four-month duration
- Four hours per day/20 hours per week
- Flexible scheduling between 8a – 5p

EXPECTATIONS

- Increase Likes, Post Reach and Engagements by 2%