



Greater Phoenix Economic Council Marketing and Promotions Internship

GPEC Overview

Located in downtown Phoenix, GPEC is the regional economic development organization dedicated to attracting quality employers to Greater Phoenix and supporting programs and policies that increase the competitiveness of the region's economy.

Services provided include:

- International and domestic business relocation and expansion services
- Regional marketing
- Economic research and analysis

A public/private partnership, GPEC works with 22 cities throughout Maricopa County and has more than 160 private investors. Its board of directors is made up of some of the region's most distinguished business leaders.

Intern Responsibilities

Marketing and Promotions internship responsibilities may include:

- Developing content for marketing materials
- Coordinating industry campaign strategies and promotions
- Helping to coordinate and assist with day-of-preparations for a variety of events
- Pitching and creating content for the blog
- Follow up promotion of blog to influencers
- Supporting content marketing strategy
- Utilizing content management system to update websites/microsites (training provided)
- Monitoring and interacting with social media channels
- Assisting with capturing and analyzing department metrics

Desired Candidate Qualifications

Undergraduate juniors and seniors with some previous work or internship experience preferred, but any interested applicants will be considered. Candidates studying any major are encouraged to apply, however, individuals concentrating in marketing, communications or related fields are most successful. Candidate qualifications include:

- Knowledge of social media platforms and content production apps (ex. Spark, Canva, etc.)
- Strong writing skills, knowledge of AP Style
- Experience with the Adobe Creative Suite is not required, but is a plus
- Organizational skills and attention to detail, ability to tackle multiple projects at once and meet deadlines
- Highly motivated to learn, grow professionally and work in a team environment
- Open to giving and receiving feedback
- Have special interest in marketing, communications and/or media relations

Internship Details

Hourly wage begins at \$11.75 per hour and increases after 6 months. We prefer internships last at least 6 months (one semester). We review applications on a rolling basis as positions become available. We are flexible in accommodating students' schedules.

Application Information: Qualified candidates should respond by sending a confidential resume to hr@gpec.org. NO PHONE CALLS PLEASE.

GPEC is an equal opportunity employer. No person will be discriminated against because of race, religion, sex, color, age, national origin, disability or any other characteristic protected by law.