



Marketing Internship at Downtown South Bend, Inc.

Incorporated in January 2002, Downtown South Bend, Inc. (DTSB) is a not-for-profit 501C(6) organization dedicated to the continued growth and prosperity of Downtown South Bend in partnership with the City of South Bend. DTSB continually works to improve our community's quality of life through creative marketing and promotion, coordinated public/private initiatives, effective economic development, business recruitment and street-level solutions.

Our offices are located at 217 S. Michigan Street, in the heart of downtown South Bend. We are in the Robertson's Building across from the historic State Theater.

DTSB seeks a marketing intern available to work 10-15 hours a week for spring, summer and fall semesters. Interested applicants must be able to fulfill their hours Monday – Friday between 8:00 a.m. and 5:00 p.m.

The marketing intern will work closely with the Director of Marketing & Development. Duties include:

- Assist in writing press releases
- Production of monthly e-newsletter/ paper newsletter
- Update website calendar of events
- Manage South Bend Events app to keep events up to date
- Assist in messaging strategy/ updating social media
- Assist with event planning for monthly First Fridays events and other signature events
- Assist at events when able (evenings and weekends; weekday hours would be adjusted to account for these hours)
- Attend event planning, sponsorship and merchant meetings when available
- Other duties/projects as assigned

Requirements:

Intern must be a junior or senior at time of internship. Good communication skills along with the ability to think creatively. Prior writing experience is a plus. Must have knowledge of Microsoft Office (Word and Excel). This is an unpaid internship.

For more information on DTSB, visit www.downtownsouthbend.com or call 574.282.1110. To apply, please send resume and cover letter to Lauren Stout at lstout@downtownsouthbend.com

Additional internship opportunity for high performing, self-motivated student:

DTSB is seeking an additional interns to work directly with the Executive Director, Events Coordinator or Director of Business Recruitment. This student should be interested in public-private partnerships, non-profit administration, business development, or government affairs. The hours and requirements are similar to the Marketing Internship, however, this student will be given special projects to develop and move forward with relative autonomy.

Downtown South Bend, Inc.
217 South Michigan Street
South Bend, Indiana 46601
Phone: (574) 282-1110
Fax: (574) 233-7382
www.downtownsouthbend.com