

## **Job Title: Events Marketing Intern**

**Job Type:** Part-Time.

**Days/Hours:** 8 hours per week. 1-5pm. Tuesdays & Thursdays (flexible) with occasional evenings and weekends for events as needed.

**Location:** Innovation DuPage Offices, 535 Duane Street, Glen Ellyn, IL 60137

### **The Alliance of Downtown Glen Ellyn:**

The Alliance of Downtown Glen Ellyn is a 501c3 non-profit organization comprised of dedicated business owners. The goal of the Alliance is to be an economic driver for the central business district through marketing, promotions, and events which increase sales and heighten the awareness and visibility of the downtown.

### **Job Summary:**

We are seeking a creative and detail-oriented Events Marketing Intern. This role will focus on social media, promoting, and executing events that enhance the visibility of Downtown Glen Ellyn businesses, special events and engagement.

### **Key Responsibilities:**

- **Content Creation:** Develop promotional materials and content, including event websites, brochures, eblasts and social media posts.
- **Event Planning:** Assist Director to organize and coordinate all aspects of events, including logistics, vendor management, and on-site execution.
- **Marketing Strategy:** Develop and implement marketing strategies to promote events through various channels (social media, email, print).
- **Collaboration:** Work closely with businesses and external partners to align event goals with marketing objectives.
- **Audience Engagement:** Create and manage audience engagement strategies before, during, and after events.
- **Reporting:** Analyze event performance and prepare post-event reports to evaluate success and ROI.

### **Qualifications:**

- Currently in pursuit of a Marketing, Communications, Event Management, or a related degree.
- Outgoing personality, strong work ethic and attention to detail.
- Willing and capable to learn marketing software and tools (e.g., Web Design, CRM, Adobe, Google Drive, Canva, email marketing platforms, social media).
- Ability to work independently and collaboratively in a fast-paced environment.
- Flexibility to work evenings and weekends as needed for events.

### **What We Offer:**

- \$15 per hour
- Opportunities for professional development and growth

### **How to Apply:**

Please submit by October 28, 2024 your resume and a cover letter detailing your relevant experience to [Director@DowntownGlenEllyn.com](mailto:Director@DowntownGlenEllyn.com)