

Marketing Intern

Duration: Temporary
Work Location: Arlington, VA (Rosslyn metro) | Temporary/partial remote due to COVID
Posting Expiration Date: Until Filled – Application review begins March, 2022

Organization Overview: The Center for Regional Economic Competitiveness (CREC) is an independent, 501(c)3 not-for-profit organization based in Arlington, Virginia, founded to provide policymakers with the information needed to formulate and execute innovative, regional, job-creating economic development strategies. CREC provides research, technical assistance, and training to federal, state, and local policymakers as well as to national networks of professionals in related fields.

For the past 20 years, CREC has connected, trained, and supported thousands of professionals producing and utilizing data for decision making and has promoted innovations in the data available to guide economic development and talent development to foster regional competitiveness. Over the next five years, CREC will expand programming to ensure that partner organizations strategically address gaps that limit future-oriented, evidence-based policy and program development at the state and local level.

Position Summary: The Marketing Intern will serve as support for our marketing and sales team to ensure the growth of our membership and product sales across all associations. The ideal candidate for this position has a desire to learn and the ability to be an effective member of a team. They will gain an understanding of the visions of each organization, help strategize the most effective ways to execute these visions, and assist with any and all ways to communicate with target customers to reach sales goals.

Capabilities & Responsibilities: Aid with the following tasks:

- Developing and executing marketing plans and campaigns
- Keeping marketing communications schedule up-to-date
- Creating, editing, and scheduling email marketing messages
- Managing social media accounts (LinkedIn, Facebook, Twitter)
- Expanding association contact lists with new leads
- Content writing for publication
- Designing marketing materials (i.e. brochures, ad pages, web banners)
- Maintaining website content
- Conducting market research via surveys and focus groups
- Responding to customer inquiries with requested membership and product benefit information

Preferred Skills & Experience:

- Have, or be working on, a bachelor's degree in Marketing or related field
- Proficiency in Microsoft Office (Word, PowerPoint, Excel)
- Ability to collaborate with a team effectively
- Demonstrate both an ability to juggle multiple tasks as well as highly effective time and project management skills

- Excellent written and communication skills
- Familiarity with search engine optimization (SEO)
- Excellent time management skills
- Familiarity with WordPress
- Ability to design marketing materials (graphic design experience a plus)

Application Requirements: Send a resume and cover letter to **tminor@crec.net**. Your cover letter should explain why you are interested in working with CREC and what attracts you to CREC's mission and work. If we invite you to interview, please be prepared to provide references.