



## Old City District Marketing Intern – Summer 2022

**About Old City District and the Neighborhood:** The Old City District (“OCD”) is a business improvement district established pursuant to Pennsylvania law that provides a range of services and promotional support for one of Philadelphia’s most unique, dynamic and interesting neighborhoods--a community that’s “Independent by Design.” The OCD services a 22-block area bounded by Florist Street to the north, Walnut/Dock Streets to the south, 6th Street to the west and Front Street to the east.

Our mission is to improve Philadelphia's historic district as a place for people to meet, work, shop and live. The Marketing Intern will play a key role in implementing programs that promote and support Old City and its business community.

**Job Description:** The Marketing Intern will work closely with OCD’s Marketing Manager and have regular communication with OCD staff and the local business community. The Marketing Intern supports Old City District’s marketing activities, including efforts in the following subjects:

**Website:** This position will create and monitor content of oldcitydistrict.org, including text, video, and images to keep it current, technically accurate, and actively promoting OCD’s mission and ongoing activities. The Marketing Intern will also post submitted content to the website and assist with online business directory and events calendar maintenance.

**Social Media:** This position will assist the Marketing Manager with crafting social media content, and capturing photography and video around Old City. The Marketing Intern will also work with the Marketing Manager and local businesses to produce Instagram content including takeovers, reels, stories, and photography. This position will also research new media outlets, social media trends, and non-traditional storytelling tactics and techniques. This position requires capturing photography and videography in-person at Old City businesses and locations. The intern will also track social media data for Old City District.

**Business Outreach:** This position will assist OCD’s Marketing Manager with outreach efforts to local business owners, employees, stakeholders, and residents. Outreach work includes communicating in person, by phone, and via email; going door to door to gather information or distribute materials; maintaining an online database of business contact information; and assisting the Marketing Manager with inquiries about OCD’s website and marketing efforts.

**Marketing Campaigns:** The Marketing Intern will assist the Marketing Manager with organizing and producing large scale marketing promotions. This position will gather information from businesses and organizations, make follow up calls and emails, assist with writing press releases, drafting e-newsletters, and update oldcitydistrict.org with the latest information.

**Events:** This position will assist the Marketing Manager in event production including Old City Eats, Old City Wedding Crawl, Old City Fest, and Historic Holidays in Old City. The Marketing Intern will assist the Marketing Manager in coordinating event details, confirm guests and participants, and help collect and organize event information for press releases and OCD’s website. On-site event duties can include: limited event set-up, assisting guests, counting attendees, capturing video and

photos, posting social media content, along with other miscellaneous event tasks. This position will also assist in the collection of event results, earned media, and social media data for internal reports.

**Required Skills/Background:** We are looking for someone with demonstrated organizational and communication skills (both verbal and written). Additionally, qualified candidates should have:

- Effective communication skills, including excellent grammar and writing skills.
- Exceptional problem-solving skills.
- Knowledge of Microsoft Outlook, Microsoft Office, Google Docs, Google Analytics, WordPress, Constant Contact, and all basic social media platforms (Instagram, Facebook, Twitter, TikTok).
- Ability to prioritize and juggle multiple responsibilities; good organization skills.
- Ability to engage and effectively interact with OCD's staff, business owners, and stakeholders, both one-on-one and in meetings.
- Ability to work independently, and as an effective team player.
- Photography and videography skills are a plus.

Old City District offers:

- \$15.00/hour

This position is part-time, 15+ hours/week, May 16 – August 5, 2022. This is a hybrid position, with 1-2 days of remote work per week. The position includes capturing photography and social media content at Old City businesses and locations at least one day a week, as well as attend in-person meetings at the OCD office, when required. The Marketing Intern will also be required to attend evening Old City District events (at least two events this summer). The position is AT-WILL, and may be terminated by the Old City District or the Intern at any time, with or without cause.

A Chromebook will be provided, with the option to use own computer, if preferred. This position does not provide a cell phone nor compensate cellular, Wi-Fi, and/or data fees. No health, medical, vacation, sick leave, insurance, or other benefits will be provided except as provided by law.

Candidates should send a cover letter, resume, writing sample(s), and photography and social media samples to [info@oldcitydistrict.org](mailto:info@oldcitydistrict.org). Applications must be received by **Monday, March 28, 2022**.

- Sedentary work: Exertion of physical strength to lift, carry, push, pull, or otherwise move objects up to 10 pounds. Work involves sitting most of the time. Also requires mobility to visit business establishments in Old City, and to attend in-person meetings and events in local area.
- Visual Acuity: Worker is required to have close visual acuity to perform activities such as: viewing a computer terminal; participating in online meetings including by Zoom.

This job description is not an exhaustive list of all functions that the employee may be required to perform and the employee may be required to perform additional duties. Additionally, management reserves the right to review and revise the job description at any time. *Employees must be able to satisfactorily perform all of the essential functions of the position with or without a reasonable accommodation. If an accommodation request would cause an undue hardship or a safety concern, the individual may not be eligible for the position.*

The Old City District values diversity and is an Equal Opportunity employer. Old City District does not permit discrimination based on race, ethnicity, color, sex (including pregnancy, childbirth, or a related medical condition), sexual orientation, gender identity, religion, national origin, ancestry,

age, disability, marital status, source of income, familial status, genetic information, or domestic or sexual violence victim status.