

2014 – 2015 MARKETING/COMMUNICATIONS INTERNSHIP OPPORTUNITY

Company Description:

The Princeton Regional Chamber of Commerce will be viewed by our Members as indispensable to their success; acknowledged by civic leaders, government officials and the media as the authoritative voice of the Princeton Area business community; and recognized by the public as an effective catalyst for improving the quality of life for those who visit, work, and live in the greater Princeton Area.

The Mission of the Princeton Regional Chamber of Commerce is to:

- Serve our Members - with opportunities to meet and do business with other Members and with resources to enhance their success
- Speak for Business - with a collective voice on public policy issues affecting business and our communities.
- Promote an environment for business growth - by encouraging economic development efforts that strengthen the Princeton Area's reputation and by enhancing the quality of life in the communities we serve.
- As an organization we are committed to excellence in all aspects of our operations. Led by the Chamber's Board of community leaders with support from a professional staff, we will ensure that the skills, talents and interests of our Members are effectively utilized and supported and that everyone's experience with the Chamber is positive and productive.

Internship Description:

This internship opportunity will provide the student with many unique opportunities not available in the average office setting. The Princeton Regional Chamber of Commerce plans over 100 business events per year, delivering excellent programming and business opportunities to our business members. The student will report to the Communications & Media Coordinator, who manages all Marketing, Communications, & Public Relations initiatives for the Chamber. The intern will not only have the opportunity to learn the ABCs about running a communications department for a prominent nonprofit, but will also be able to network and create working relationships with business members in the Princeton Region. The student will also have the opportunity to work on event planning & fundraising for the Princeton Region Young Professionals program. The experiences and relationships gained through this internship will certainly equip any student with desirable professional qualities and set them apart in an increasingly difficult job market.

This internship is unpaid, but can be used for credit (must be approved by the student's academic institution), or for experience. The internship may be full time or part time, based on the student's schedule, and institution's requirements. Internships should coincide with the academic calendar (one internship per semester), but exceptions can be made (summer internships, etc.). Interested candidates must be a current college student, studying event planning, marketing, communications, non-profit management, or a similar field.

The intern will work alongside the Communications & Media Coordinator to:

- Coordinate logistical and fundraising aspects for a variety of events
- Develop a marketing and public relations outreach strategy for specified events
- Assist with copy & design for promotional flyers, e-blasts, graphics/advertising and other material for the over 100 events annually the Chamber organizes.
- Assist with Social Media Marketing. Student must have experience with Facebook, Twitter, instagram and must have excellent writing and research skills.
- Brainstorm new and creative themes, ideas, and "value add" propositions for events to drive attendance and revenue
- Develop committee meeting agendas and meeting minutes, in order to develop to-do lists for event planning and execution
- Assist in drafting of press releases and public relations outreach.

Skills & Experience Preferred

- Pursuing a major in Marketing, Public Relations, Journalism, and Nonprofit Management or related major.
- Experience marketing/public relations strategies and/or event planning.
- Experience with Adobe Illustrator & Photoshop
- Ability to write effective email correspondence and communicate successfully over the phone.
- Ability to multi-task.
- Strong organization skills.
- Experience in social media management for Facebook, Twitter and Instagram.

SEND RESUME AND COVER LETTER TO:

Jennifer Guhl, Communications and Media Coordinator, Princeton Regional Chamber of Commerce
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