

Emerging Prairie Digital Marketing Intern

Part-Time Position

Pay rate: \$10/hour

Emerging Prairie is looking for a Digital Marketing Intern to engage the organization's online community and develop and expand its presence on social networks. The Digital Marketing Intern will assist the Communications Manager and Digital Marketing Coordinator with the implementation of Emerging Prairie's overall communications and marketing plan, focusing specifically on digital communications.

We're looking for an individual that has a knowledge and interest in the latest digital marketing trends and is always eager to learn and try new things. Our ideal teammate is someone who thinks outside the box, takes initiative and loves Fargo.

Overview:

Social Media Communications	75%
Storytelling/Copy Development	15%
Graphic Design	5%
Other duties as assigned	5%

Key Areas of Responsibility

Social Media Communications:

- Creation, curation, and publishing of relevant, original, high-quality content - including copy, photos, GIFs and video.
- Assist with the creation of a regular publishing schedule and implementation of a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising, setting specific objectives and reporting on ROI.
- Manage and monitor multiple social channels including Twitter, Facebook, Instagram, LinkedIn and YouTube for multiple brands (Emerging Prairie, Drone Focus, The Prairie Den, etc).
- Work with the Communications Manager and Digital Marketing Specialist to design and implement a social media strategy to align with business goals.
- Assist with the creation and maintenance of tracking and analytics reports

Storytelling/Copy Development:

- Craft, design, and send newsletters for all Emerging Prairie channels (Emerging Prairie, The Prairie Den, TEDxFargo, Drone Focus, & other events as needed).
- Develop copy for events team to utilize in tools, email invitations, and resources.

Graphic Design:

- Design assets and tools as needed for marketing purposes in conjunction with Emerging Prairie teammates and vendors.
- Edit, resize, and format images, logos, and assets for website and/or marketing purposes.

Minimum Qualifications:

- Experience working on multiple social channels including Twitter, Facebook, Instagram, Flickr, and YouTube.
- Proven communication skills, including writing, and proofreading skills.
- Excellent interpersonal skills both in person, by phone, and email, with high professionalism.
- Comfortable operating with minimal supervision to meet organizational needs.
- Ability to keep up with the rapid pace of the position and be adaptable to spontaneous adjustment/revisions.
- High organizational skills and a tendency for detail-orientation is essential.

To apply: Send a cover letter and résumé to lbreuler@emergingprairie.com

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Preferred Qualifications:

- An understanding of digital marketing disciplines, including SEO, social media, email, content strategy, web analytics.
- Application experience: Wordpress or other web CMS; MailChimp; Google Analytics; Adobe Suite; MS Office Suite; Google Suite.
- Interest in community development, technology, and the entrepreneurial ecosystem

Physical demands:

- Ability to continuously stand or walk during events.
- Ability to bend, squat, climb stairs and lift occasionally.
- Ability to lift up to 50 pounds occasionally.

Work environment:

- May occasionally work in temperatures above 100 degrees and below 32 degrees.
- May occasionally walk on slippery or uneven surfaces.
- May occasionally climb ladders and work off elevated surfaces.
- Noise level in the work environment is frequently loud.

About Emerging Prairie

Emerging Prairie (EP) is an organization that believes in and nurtures the potential of our community and its leaders. We have made it our mission to celebrate the entrepreneurs, artists, creators, and community leaders in the Fargo-Moorhead area. Recognition of our community's potential, development of an environment for social connectivity, and the act of highlighting the risk takers and change-makers is vitally important, as these are the key accelerators of growth and development. Emerging Prairie was founded based upon the following principles in 2013 by a group of Fargo entrepreneurs who wanted to make a difference in the community they call home.

1) Educate Our City - By bringing ideas to Fargo and challenging the status quo, we can move our community forward. Through events, programming, and using our influence to convene leaders, we are able to move ideas to action and impact.

2) Infuse the Arts - We create opportunities for the arts/artists to be incorporated into all of our events and programs. We believe artists are the vital culture creators in a community; culture is a key factor in what makes people choose to build a life in a city.

3) Build on Our Brightspots - We are cheerleaders and champions of the people who are doing great things in our community. Working from the idea of "a rising tide lifts all boats," we celebrate those that are making progress and positively impacting our community.

4) Practice Radical Inclusivity - As the fabric of our community becomes richer, we need to create an environment to welcome people from a variety of backgrounds, faith traditions, lifestyles, etc. We do this through actions such as participating in Welcoming Week, celebrating New American Entrepreneurs, providing gender-neutral restrooms at events, utilizing "pay what you can" methods and offering vegan food at our events.

Mission statement: To connect and celebrate the entrepreneurial ecosystem in Fargo-Moorhead.

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