



Emerging Prairie Marketing & Communications Intern

Part-Time/Full-Time Position || Pay rate: Starting at \$12/hour

Internship date: May - August 2020

Emerging Prairie is looking for a Marketing & Communications Intern to engage, develop and expand our organization's presence in our region. The Marketing & Communications Intern will assist the marketing & communications team with the implementation of Emerging Prairie's overall communications and marketing plan, specifically as it relates to events hosted by Emerging Prairie.

We're looking for an individual that has a knowledge and interest in the latest marketing trends, enjoys content curation 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: 50%

Design/Content Curation: 25%

Storytelling/Copy Development: 15%

Other duties as assigned: 10%

Key Areas of Responsibility

Social Media Communications:

- 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, 1 Million Cups Fargo, The Prairie Den, etc).
- 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.
- Assist with the creation and maintenance of tracking and analytics reports

Design/Content Curation:

- 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
- Ability to create original, high-quality content - including photos, graphics, GIFs, video, etc.
- Assist in creating slide decks, event or organization branded documents, event or organization branded swag items, etc.

Storytelling/Copy Development:

- Craft, design, and send newsletters for all Emerging Prairie channels (Emerging Prairie, 1 Million Cups Fargo, The Prairie Den, etc.).



- Develop copy for events team to utilize in tools, email invitations, and resources.

Other Duties:

- Help maintain, manage and welcome at the front desk at the Prairie Den.
- Assist in producing and executing creative projects that can be implemented at events.
- Engage with community members and event attendees at Emerging Prairie events as well as community events.
- Other duties as they arise.

Qualifications**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.

Preferred Qualifications:

- Ability to use Adobe Creative Cloud Applications including but not limited to InDesign, Illustrator and Photoshop
- An understanding of digital marketing disciplines: social media, email, content strategy, web analytics.
- Application experience: Wordpress or other web CMS; MailChimp; Google Analytics; 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.

To Apply: Send a cover letter and résumé to info@emergingprairie.com



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 connect and celebrate the entrepreneurial ecosystem through innovative initiatives, programming, and events that move the needle and ignite economic growth for our region. Some of our initiatives include operating a co-working space (The Prairie Den), launching the first code school in North Dakota (Emerging Digital Academy) and steering the momentum on the Grand Farm Initiative. 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.
- 5) Accelerate Entrepreneurs - We host events that give entrepreneurs a platform to share their passion about their business or idea. We continue to strengthen programs that provide opportunities for entrepreneurs to learn and connect.

Mission statement: To connect and celebrate the entrepreneurial ecosystem.

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