



POSITION DESCRIPTION

DDA Marketing and Event Internship – Summer 2024

Ada Township Downtown Development Authority

Salary/Benefits: \$15/hr.

10 - 15 Hours/Week

Duration: May 2024 through August 2024 (*16 weeks*)

GENERAL PURPOSE

Ada Township's Downtown Development Authority (DDA) is hiring a summer intern to assist with various projects related to the Township's downtown events. The Ada Township DDA is an advocate for the vitality of the downtown development district. It works with the local businesses, Township, Ada Business Association, and other community partners to support the enhancement of Downtown Ada through promotion, business collaboration and public improvements.

REQUIREMENTS

- Currently enrolled at an accredited college or university actively seeking a Bachelor's OR Master's Degree in Public Administration, Public Affairs, Marketing, or a closely related field. Experience in sales, marketing, event planning or operations, recreation planning, or a directly related field is desired.
- Applicants should be available for a minimum of 10-15 hours per week (*dependent on event schedule*).
- Operates a motor vehicle in a safe manner and in compliance with all Michigan laws and regulations.
- The individual must demonstrate the ability to undertake basic assignments and possess an understanding of basic customer service skills, an ability to interact professionally with merchants, staff, and vendors, and display good judgment.
- A working knowledge of computers, as well as Microsoft Word, Excel and Social Media platforms.
- Ability to work independently and efficiently.
- Excellent written/verbal communication skills
- Strong organizational skills, creative thinker, and self-starter.

ROUTINE JOB DUTIES/RESPONSIBILITIES

- Assist DDA Director in preparation for and execution of the annual Beers at the Bridge Summer Concert Series (June 21, July 19, August 16); assist in social media management, website updates, securing sponsorships, preparation of venue, and coordination of logistical needs for activities, attendees, and vendors related to the events.
- Work extended flexible hours in preparation for and during weeks with Township events, including but not limited to the Ada Farmers Market on Tuesday, 4th of July, and Music on the Lawn.
- Help draft and disseminate articles, media advisories, news releases or other documents.
- Provide thorough, thoughtful, and correct information to the public.
- Identify creative methods for promoting the summer events to the community.
- Promote goodwill by representing Ada Township in a professional manner with a cheerful, can-do attitude.
- Contact businesses and organizations and solicit event support and participation.
- Support the downtown business community and work on joint projects with community partners.
- Create and complete additional tasks as directed by the Downtown Development Authority Director.

WORKING CONDITIONS

- Extended periods of standing and walking during events
- Ability to lift, carry, push, and pull up to 20 pounds
- Intermittent periods of computer and office work
- Constant talking, hearing, concentration, judgment and writing ability

TO APPLY

If interested please send resume, cover letter and three references to:

Haley Stichman, DDA Director

hstichman@adatownshipmi.com

Office: (616) 676-9191 ext. 35

Deadline to Submit Application: Open Until Filled

Note: This job description should not be construed to imply that these requirements are the exclusive standards of the position. Interns will follow any other instructions, and perform any other related duties, as may be required. The employer has the right to revise this job description at any time. The job description is not to be construed as a contract for employment.