

POSITION: **Graphic Design Internship**

REPORTS TO: **Graphic Designer**

DEPARTMENT: **Strategy, Communications and Partnerships (SCP)**

ORGANIZATIONAL DESCRIPTION:

Philadelphia Industrial Development Corporation (PIDC) is Philadelphia's public-private economic development corporation. Our mission is to spur investment, support business growth, and foster developments that create jobs, revitalize neighborhoods and drive growth to every corner of Philadelphia. We offer flexible financing tools, a targeted portfolio of industrial and commercial real estate, and decades of Philadelphia-based knowledge to help our clients invest, develop and grow. PIDC works with companies of all sizes in every area of Philadelphia. We work on projects big and small with businesses, developers and non-profits in every sector.

Over the past 62 years, PIDC has settled over 7,500 transactions with a diverse range of clients – including more than \$17 billion of financing and more than 3,200 acres of land sales – which have leveraged over \$30 billion in total investment and assisted in retaining and creating hundreds of thousands of jobs in Philadelphia.

POSITION OVERVIEW:

The Graphic Design Intern supports the Strategy, Communications and Partnerships (SCP) team on a variety of critical activities contributing to our aggressive brand growth strategies. These initiatives may include assisting in the design of product brochures, collateral materials, direct mail and e-mail, PR materials, advertisements, PowerPoint presentations, infographics, website/social media content and other projects as needed.

The Graphic Design Intern will report to the Graphic Designer and will have the opportunity to support projects and actively participate in strategic marketing initiatives. This is an entry-level position design for learning and growth within the marketing/graphic design discipline.

POSITION RESPONSIBILITIES:

- Create and design print and/or digital materials
- Conceptually convey ideas and concepts through design
- Adhere to brand guidelines and complete projects according to deadline
- Meet with team members to collaborate and receive feedback
- Prepare art files for print and web production or other final output (i.e. social media)
- Retouch and/or manipulate raster and vector images
- Research ideas and images that are project related
- Manage and organize creative files and photo library

MINIMUM QUALIFICATIONS:

- College student active in graphic design program (Juniors and Seniors preferred)

- Basic knowledge of layout, typography, line composition, color, and other graphic design fundamentals
- Portfolio that demonstrates creativity, originality and skills as well as a range of deliverables (required during interview)
- Proficient in InDesign, Illustrator, Photoshop and PowerPoint
- Basic HTML, WordPress and photography knowledge a plus
- Have a positive attitude with a desire to learn

APPLICATION PROCESS:

Interested applicants should electronically submit a cover letter, resume and portfolio (portfolio can be PDF or URL) by no later than **Friday, April 10, 2020** to:

Marquis Tavon Upshur, PHR, SHRM-CP
Vice President, Human Resources
Philadelphia Industrial Development Corporation (PIDC)
mupshur@PIDCphila.com

PIDC promotes a culture of inclusion and does not discriminate on the basis of race, color, sex, sexual orientation, religion, national or ethnic origin, age, disability, veteran status or any other legally protected factor.