

POSITION: **Marketing Communications Internship**

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

REPORTS TO: **Vice President, Marketing Communications**

ORGANIZATION DESCRIPTION:

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 products, a targeted portfolio of industrial and commercial real estate, and decades of Philadelphia-based knowledge, to help our clients invest, develop, and grow throughout the city of Philadelphia.

PIDC's Marketing Communications team is part of the Strategy, Communications, and Partnerships department. The department is responsible to engage PIDC's stakeholders, partners, and clients; communicates strategically to build support and resources, drives a pipeline of new business to the product teams, demonstrates the success and impact of our clients; and leverages market knowledge to develop and capitalize new products and services. The team works closely with all areas of PIDC (real estate, financing and operations) to communicate our message and drive business.

POSITION RESPONSIBILITIES:

The Marketing Communications Intern will assist with implementation of our brand and communications strategy, event planning and execution, social media strategy and implementation, database management, content creation for the PIDC monthly newsletter, client and intermediary outreach, research and other support for initiatives across the department.

Specific responsibilities include, but are not limited to, the following:

- Undertake industry and company research related to new business development and potential funding opportunities
- Assist in the creation of content for PIDC e-newsletter, website, and social media outlets
- Work on targeted business development and marketing email campaigns
- Assist in the execution of event and other outreach and cultivation events
- Research, write and implement direct mail and email outreach campaigns
- Tracking and analysis of social media and website to achieve key business goals
- Assist with developing, updating and maintaining distribution and contact lists which support general PIDC marketing initiatives and targeted outreach efforts

MINIMUM QUALIFICATIONS:

- Undergraduate or Graduate student with relevant work experience and/or coursework in marketing and communications preferred
- Experience with various social media channels and online publishing tools
- Strong proficiency with Microsoft Office, including Word, Excel, and PowerPoint
- Strong oral and written communications skills
- Familiarity with customer relationship management (CRM) systems and databases preferred
- Experience in photography and graphic design a plus

OTHER DESIRED CHARACTERISTICS:

- Passion for the city of Philadelphia and enthusiasm for PIDC's mission to help businesses and non-profit organizations create and retain jobs in Philadelphia
- Flexibility and willingness to pitch in to support various projects, tasks, initiatives, and events as needs arise
- Experience with customer relations and working with diverse constituencies
- Efficiency and productivity, with a results-oriented mindset

APPLICATION PROCESS:

Interested applicants should electronically submit a cover letter and resume 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.