

POSITION: Marketing and Community Engagement Internship

DEPARTMENT: The Navy Yard

REPORTS TO: Community Engagement Manager

ORGANIZATIONAL 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. You can learn more about PIDC at www.pidcphila.com.

Since acquiring 1,200 acres of land from the federal government at the site of the former Philadelphia Naval Shipyard in 2000, PIDC has been the master developer of the Navy Yard, managing its transition from a closed shipyard to a growing and thriving riverfront neighborhood located along the Delaware River featuring a mix of historic buildings and new high-performance and LEED certified construction oriented around world-class open space. Dubbed "America's Coolest Shipyard" by Politico, the Navy Yard is now home to more than 170 employers and more than 14,000 people who come to work every day and there is enormous capacity for growth. PIDC's Navy Yard team is responsible for making the Navy Yard a great place to work, visit, invest, and develop and works with partners and stakeholders to guide the property's overall management and development, including marketing, leasing, social programming, development, planning, transit connections, infrastructure development, utility operations and property management. You can learn more about the Navy Yard, its history, current activity and plans for growth at www.NavyYard.org.

POSITION RESPONSIBILITIES:

The Marketing and Community Engagement Intern will report to the Community Engagement Manager responsible for events, community development, digital marketing, and corporate social responsibility. The intern will help to develop marketing content in a variety of print and electronic formats; assist with community outreach and engagement initiatives; assist with creative placemaking activities; organize and participate in community events, projects, and meetings with Navy Yard tenants, partners, stakeholders, and community leaders.

ESSENTIAL FUNCTIONS:

Community Engagement – 40 %

- Conduct initial research and compile information on public space programming and park space planning.
- Assist with outreach for community engagement efforts, providing logistical support at community meetings, and compile feedback for analysis
- Support and attend Navy Yard presentations, tours, employee orientations, and other community engagement efforts with the Community Engagement Manager.
- Assist with logistics for community events, both internal and external.

Digital Marketing & Research – 35 %

- Assist in researching, writing, and editing original content for Navy Yard website and the Yard BLOG.
- Assist with data analysis and tracking for website traffic and social media engagements.
- Help develop and implement distribution strategies for various Navy Yard employees and partners for weekly, monthly, or quarterly communications outlets.

Special Projects – 25%

- Assist with creating, planning, and executing seasonal social media challenges and contests.
- Assist with creating, developing, and executing outreach and engagement strategies for community events, workshops, programs, and initiatives.
- Research and develop creative placemaking strategies and wayfinding initiatives.
- Catalogue Navy Yard photo assets and conversion of historic mediums (slides, negatives, print) to digital format.

MINIMUM QUALIFICATIONS:

- Strong written and verbal communication skills.
- Ability to multitask effectively with a strong attention to detail.
- Strong proficiency in Microsoft Office suite, including Outlook, Excel and PowerPoint, and familiarity with social media platforms (Facebook, Twitter, Instagram, and LinkedIn).
- Proficiency with Adobe Creative Suite a plus.
- 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 as needs arise.
- Interests in Urban Planning, Economic Development, Community Development, Marketing, and Advertising is a plus.
- Applicants must be enrolled in an accredited college and/or university.

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

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