INTERNSHIP OPPORTUNITY
CITY OF PHOENIX
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

ATTENTION: JOURNALISM; MASTER OF PUBLIC / BUSINESS ADMINISTRATION; MASTER OF PUBLIC POLICY; COLLEGE OF BUSINESS AND OTHER QUALIFIED STUDENTS

The City of Phoenix Community and Economic Development Department is seeking a graduate or upper-level undergraduate student that has a background and interest in marketing, website development, social media as well as public / business administration, and/or economic development. The fundamental reason this internship position exists is to assist the Community Development Division with marketing the Phoenix bioindustry (including the Phoenix Biomedical Campus), as well as other tasks related to urban revitalization and the development of a sustainable, vibrant urban core in downtown Phoenix.

The successful candidate will draft relevant articles and social media postings marketing the biomedical sector in Phoenix, based on independent research, then collaborate with professional economic development and public information office staff on updating and improving the biomedicalphoenix.com website. Duties will include making recommendations on marketing and economic development strategies relative to the Phoenix bioindustry. This opportunity may also include work on downtown redevelopment projects, such as updating downtown marketing maps/brochures, researching downtown development data and revising business documents accordingly, and other work based on the qualifications and interests of the successful candidate and needs of the Division.

ESSENTIAL FUNCTIONS:

- Perform research on the bioindustry in Phoenix for marketing and economic development;
- Work with team members to generate and facilitate news or industry updates;
- Conduct outreach to businesses as needed for industry research and marketing;
- Analyze, interpret, and write summaries of research findings;
- Implement basic website updates;
- Recommend social media and marketing strategies that promote the Phoenix bioindustry;
- Demonstrate excellent seamless customer service, integrity, and commitment to innovation & efficiency, while representing the City in a professional manner;
- Enter data or information into a PC and/or similar device;
- Maintain regular and reliable attendance and be responsive to the needs of the Department.
- Other assistance on downtown revitalization efforts as needed.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Marketing concepts, social media strategies for business, basic website design / production;
- Community / economic / real estate development.

Skills:

- Business writing;
- Research – online, in-person, phone interviews, etc.;
- Customer service.

Ability to:

- Produce written documents in the English language with clearly organized thoughts using proper sentence construction, punctuation and grammar;
- Operate a PC and/or similar device;
- Communicate orally in the English language with other employees and customers in a face-to-face setting, by phone and in a group setting;
- Comprehend and make inferences from material written in the English language;
- Work cooperatively with City employees and effectively as a member of a team.

WORK SCHEDULE:

- Approximately 16 – 24 hours per week (flexibility with work hours Mon-Fri; 8am to 5pm).
- Estimated duration of assignment is September 2013 through December 2013.

COMPENSATION:

- $12.00 per hour

ACCEPTABLE EXPERIENCE AND TRAINING:
Two years of experience in marketing, research and/or business writing, and a bachelor's degree or at least 75 credit hours in marketing, journalism, public or business administration, economic development or a related field. Other combinations of experience and education that meet the minimum requirements may be substituted.

The City requires a standard security background screening before the internship can begin.

HOW TO APPLY:
Please email the following items (in Word or PDF format) for consideration to jeremy.legg@phoenix.gov **by 12:00 PM (Noon, Arizona Time), September 4, 2013.**

1. Cover Letter (one page)
2. Resume (one to two pages)
3. Three Professional and/or Academic References (include name, title, employer, phone & email – one page)

Respondents that meet the acceptable experience and training criteria may be asked to participate in an interview.

Interviews are tentatively schedule to be conducted the week of September 9, 2013.