



## **City Hall Internship Program**

**Title:** Social Media and Photography Internship

**Supervisor:** Rachel Jolly

**Internship Location:** Community and Economic Development Office

**Paid or Unpaid:** \$500.00 stipend upon completion of internship.

**Description:** The Community and Economic Development Office (CEDO) is currently seeking an intern with a strong knowledge and understanding of the digital media landscape, with a specific emphasis on social media platforms and photography. Your contribution as a social media and communication intern will bolster the photographic inventory for CEDO's programs and help communicate our activities and outcomes to the public at large. This student should have experience in marketing and photography. Our ideal intern would possess the ability to think big picture and assist in creating an overall marketing plan with a focus on social media. Candidates for this internship must be strong, self-motivated individuals who can effectively market CEDO's brand, specifically in regard to community programs and opportunities.

### **Responsibilities:**

- Create a strategic plan with corresponding action steps for all of CEDO's social media outreach.
- Develop content and research/publicize community events
- Work with Program Managers to update and organize CEDO's inventory of social media-worthy program photos.
- Make recommendation to user experience on CEDO's website.

### **Requirements (professional/skill requirements and time requirements):**

- Students applying for this internship should have experience and an academic focus in communications, marketing, and or social media management
- Must own high resolution digital camera with the knowledge and skills to use it
- The willingness and ability to dedicate 10-15 hours per week on this internship
- Applicants must have access to a vehicle or some other form of reliable transportation to photograph in the field within Chittenden County. Occasional nights and weekends may be required.

### **Learning objectives:**

- To understand the social media landscape through a public departments' perspective
- To gain professional experience in marketing and photography
- Establish CEDO's digital footprint in the community

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*employment or the provision of services. Women, minorities and people with disabilities are highly encouraged to apply.*

**Apply Here: <https://www.burlingtonvt.gov/CEDO/City-Hall-Internship-Program>**