



Marketing and Communications Intern

The Marketing and Communications Intern will assist in the coordination of all marketing initiatives of Downtown Lafayette Unlimited and the Downtown Development Authority.

About Downtown Lafayette:

The Downtown Development Authority (DDA) and Downtown Lafayette Unlimited (DLU), both located within the International Center Downtown, work together to enhance Downtown Lafayette economic development and placemaking. As the governing authority of the Downtown District, the DDA focuses on development, infrastructure, and policy, while DLU's mission places focus on programming, business resources, and marketing and advocacy. DLU is a 501(c)(6) non-profit organization responsible for programming and marketing the district through various activities such as Downtown Alive!, ArtWalk, Sunday Brunch, and more. For more information on these Downtown organizations, please visit www.downtownlafayette.org.

Core Responsibilities:

- Help to maintain communications content calendar, including social media, email marketing and website
- Populate and maintain the Downtown Lafayette event listings, including but not limited to website e-calendar, Eventbrite, and community calendars
- Provide content development support, including but not limited to graphic design, on-site photography, and copywriting (primarily for event marketing collateral and press releases)
- Assist with maintenance of CRM database and Downtown Lafayette business directory
- Archive all media articles/mentions and maintain the digital asset management system
- Stay up to date with marketing trends and digital marketing strategies, especially social media tools and best practices for similar organizations (other BIDs, development authorities, etc.)

Expectations:

- Well organized and detail-oriented work.



- Work independently and with the team when needed.
- Responsible time management
- Recognize and work to deadlines
- 10-20 hours per week with a negotiable schedule

Compensation: The internship position is not compensated, however interns may earn college credits.

Benefits:

- Flexible scheduling
- Become part of the growth and excitement of Downtown
- Gain experience working with a government agency
- Gain experience working with a non-profit organization
- Learn to work with a board of directors and have the opportunity to make lasting contacts
- Work in a creative and supportive environment
- Letter of recommendation upon completion of a satisfactory internship program

Interested candidates should submit their resume and cover letter to info@downtownlafayette.org with “Marketing and Communications Intern” noted in the subject line.