



An invitation to apply for the position of
University District 2022 Marketing Intern



Internship Purpose

- Support marketing and communications efforts to help the UD more effectively engage with partners, stakeholders, and targeted audiences (during COVID and beyond) through the implementation of the following:
 - Tools to help us function better (contact database, etc.)
 - Tools to keep building relationships virtually (LinkedIn, FB, Twitter)
 - A library of compelling images, illustrations, and video clips that best represent the UD mission and goals
- Promote/draw residential and mixed-use development, business (re)location
- Attract/retain a skilled workforce, alums, leverage health and life sciences
- Showcase new developments and infrastructure improvements that draw developers (right of way improvements, etc.)

Internship Desired Outcomes

- A quantifiable gain in actionable engagement (e.g., more quality content on social platforms and interactions with engaged users)
- Collaterals and digital resources that allow staff and stakeholders to represent the UD more consistently and effectively
- Robust mailing/distribution list for future events, news announcements, etc.

Intern Priority 1 - Manage Social Media Platforms

- Research, propose, and create content, gather images, post, and monitor all social media platform activity (LinkedIn, Facebook, Twitter)
- Help develop/implement concise, and compelling narratives for targeted audiences
- Report on issues and progress, make adjustments as needed

Intern Priority 2 - Manage E-Newsletters

- Research, propose, and create content and gather images at the direction of the CEO for weekly and monthly email newsletters to targeted audiences



- Help develop/implement clear, concise, and compelling narratives for targeted audiences that align with the social media platform

Intern Priority 3 - Maintain Contact Database

- Maintain web-based contact database – categorize, look for gaps, research, update, and add new contacts
- Monitor any subscribe and unsubscribe requests from the website, social media platforms, e-newsletters
- Create mailing distribution lists as requested

Position Requirements and Details

- Except for occasional in-person meetings, this position is remote and a personal computer with reliable internet access, camera, and microphone is needed
- 10-12 hours per week, \$17/hour, paid twice a month
- March 1, 2022, start date, end date to be determined
- High school graduate or GED
- Hands-on social media experience and expertise (Facebook, Twitter, LinkedIn).
- Basic photography/video skills using a mobile phone
- Keen interest in or those majoring in marketing, communications, journalism, etc. is encouraged
- Proficient written communication skills: grammar, spelling, punctuation

University District Mission

The University District is a place where business and education grow together to create a collaborative, healthy, and prosperous region. The University District uses its unique connectivity to create shared community wellness and vibrancy by developing the infrastructure and programming that enable a globally recognized hub of education, innovation, research, and health care.

The University District (UD) consists of two organizations: the University District Development Association (UDDA) and the University District Public Development Authority (UDPDA). They share a common mission, core values, and strategic goals that are achieved through complementary and interconnected purposes and roles. Please visit www.spokaneudistrict.org for additional information.

How to Apply

To apply, please email a cover letter, résumé, one short writing sample, and two references to info@spokaneudistrict.org. Please put "your last name – UD Intern" in the subject line and submit by 5:00 PM Friday, January 28, 2022. Applications received after that time will not be considered.

The UDDA is an Equal Opportunity Employer. The Americans with Disabilities Act and federal regulations regarding its applicability to the service, programs, or activities of the UD are available upon request. Accommodation requests for people with disabilities can be made by contacting Alden Jones at: ajones@spokaneudistrict.org or (509) 255 8038.