

King of Prussia District seeks a highly motivated, personable and creative social media wiz with a passion for storytelling and content creation to help us highlight KOP's many assets across our social media channels.

King of Prussia District is a 501(c)(3) nonprofit that engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive and prosperous. The **Social Media Marketing Intern** will help elevate King of Prussia's profile through social media marketing, content creation and special events. This position reports to the Director of Marketing and Communications and Content Marketing Manager.

The internship is 16 hours/week for 12 weeks and pays \$15/hour. This position allows for a hybrid work environment. Candidates should plan to split their time between King of Prussia District's office, out in the field (KOP) to collect content, and their home office.

Experience you'll gain through this internship:

- **Working alongside the marketing team, you'll** research, collect and develop creative and engaging content for King of Prussia District's Facebook, Instagram, Twitter and LinkedIn accounts.
- Create deeper engagement and sense of community by interacting with our social media followers and businesses within KOP District.
- Develop and execute a plan to engage influencers to widen our outreach
- Assist with planning and marketing for events that may include King of Prussia Restaurant Week & KOP Shops for CHOP, Food Truck Tuesdays, KOP Beerfest Royale and/or business networking events.
- Write and edit copy for our website, print collateral, presentations and/or reports.

Requirements:

- Reliable transportation to travel to various locations within King of Prussia to gather content
- General knowledge of photo composition/lighting
- Experience with various social media platforms
- Ability to show initiative, multi-task, prioritize and meet deadlines
- Excellent communication and interpersonal skills
- Strong work ethic and attention to detail
- Excellent organization skills
- Excellent writing and editing skills

Students working towards a degree in marketing, public relations, communications or social media are highly encouraged to apply. Prior work/internship experience is also a plus.

To Apply:

Interested applicants should email a resume, cover letter and availability to Rachel Ammon at Rachel@kopbid.com. No phone calls, please.