

CITY OF ROCKY RIVER
POSITION DESCRIPTION
Marketing Intern

Title: Marketing Intern

Department: Recreation

Title of Supervisor: Designated Recreation Administrative Staff

Positions Supervised: None

Status of Position: ☐ Full-Time ☒ Part-time ☐ Seasonal
☒ Non-bargaining Unit ☐ Bargaining Unit _____
☐ Classified Civil Service ☒ Appointed

SUMMARY OF MAJOR DUTIES:

The Marketing Intern will assist the Recreation Department with a multitude of projects that may include web design, graphic design, special event planning/execution, program development, etc.

SUMMARY OF REQUIRED QUALIFICATIONS:

This position is designed for high school seniors and degree seeking college students. Strong background in social & print media, web site management/design, special event planning, etc. .

Certifications: CPR/AED and First Aid certification (preferred).

SUMMARY OF EQUIPMENT USED:

The Marketing Intern(s) are required to utilize general office equipment (copiers, computers, etc.) Microsoft Office products and web/graphic design programs (preferred).

SUMMARY OF WORK ENVIRONMENT:

The Marketing Intern will predominantly work in an office environment but will spend no less than 25% of his/her time in various recreation spaces or off site at events/member recruitment opportunities.

MAJOR DUTIES AND TASKS:

Duty	Percentage of Time Spent on Duty
1. Marketing	75%
<ul style="list-style-type: none">• Create marketing pieces for print and social medial mediums.• Assist in all aspects of departmental social and print media.• May assist in seasonal development of program guide.• Assist in acquiring sponsorship opportunities for the department.	
2. Member Recruitment/Retention	20%
<ul style="list-style-type: none">• Assist in special event programs relating to recruitment/retention of members.• Assist in oversight/development of Pro Shop space.	
3. Office Management	5%
<ul style="list-style-type: none">• Assist in general office management.• Assist in special projects related to other areas of the recreation department.	