

Robert J. Reynolds
Mayor



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Deputy Director of Administration
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CITY OF WOOSTER
538 N. Market Street * P.O. Box 1128
Wooster, Ohio 44691

Job Title: Marketing Intern
Time Frame: May-August
Supervised by: Deputy Director of Administration and Wooster Recreation
Hours: 20-40 hours a week for the length of your internship

Weekdays (as assigned) between the hours of 8 am – 5 pm
Saturdays & Sundays (as assigned) between the hours of 7 am – 6 pm

About Us: The City of Wooster is a vibrant community nestled in the heart of Wayne County, Ohio. Known for its rich history, picturesque landscapes, and diverse cultural offerings, Wooster is a dynamic hub of activity. As the Marketing Intern for the City of Wooster, you'll have the opportunity to contribute to promoting and enhancing our community through innovative marketing strategies.

Job Description: The City of Wooster is seeking a motivated and creative Marketing Intern to join our team. As a Marketing Intern, you will work closely with the Deputy Director of Administration and Recreation Manager to develop and implement marketing initiatives that promote the City of Wooster as a premier destination for residents, visitors, and businesses alike.

Responsibilities:

1. Assist in the creation and implementation of marketing campaigns to promote various events, programs, and initiatives within the City of Wooster.
2. Generate engaging content for social media platforms, including Facebook, Instagram, and LinkedIn.
3. Conduct market research to identify trends, opportunities, and best practices in municipal marketing.
4. Collaborate with local organizations and community partners to cross-promote events and initiatives.
5. Assist with the development of marketing materials, such as brochures, flyers, posters, digital graphics, videos, and the city's quarterly newsletter.
6. Monitor and analyze the performance of marketing campaigns using analytics tools to optimize future efforts.
7. Provide general administrative support to the Administration and Recreation Department as needed.

Qualifications:

1. Currently enrolled in a bachelor's or master's degree program in Marketing, Communications, Public Relations, or related fields.
2. Strong written and verbal communication skills, with a keen eye for detail and accuracy.
3. Proficiency in social media management platforms and content creation tools.
4. Creative thinking and a passion for storytelling.
5. Ability to work independently and collaboratively in a fast-paced environment.
6. Knowledge of Adobe Creative Suite, Canva, or other content creative software is a plus.
7. Interest in municipal government and community development is preferred but not required.

Wage: \$18.50 an hour

How to Apply: To apply for the Marketing Intern position please visit our website at <https://www.woosteroh.com/human-resources/careers> to complete an application. Applications accepted until the position is filled.