



404 Euclid Avenue, San Diego, CA 92114
Tel: (619) 527-6161 Fax: (619) 527-6162
Web: www.JacobsCenter.org

Internship Title: Marketing Associate | Part-Time (120-150 hours) | Remote Office

Company Information:

The mission of the Jacobs Center for Neighborhood Innovation (Jacobs Center) is to foster a thriving community envisioned and realized by its residents. Economic development is a core facet of this mission focused on initiatives with a holistic community development approach to build synergy that lift economic opportunities for Southeastern San Diego (SESD) and surrounding communities.

About the Role:

The Marketing Associate Intern supports the Institutional Advancement Department by helping to increase public awareness, revenue and attendance of institutional programs through the implementation of effective marketing, advertising and promotional activity in coordination with internal resources, key community partners and vendors.

Responsibilities:

- Help execute marketing plans, including but not limited to digital advertising, social media, radio, TV, print and outdoor advertising opportunities
- Participate in marketing strategies and approaches for various programs or initiatives, such as accelerator recruitment, business resources promotions, fundraising appeals, etc
- Learn how to collect quantitative and qualitative data from marketing campaigns to analyze (attendance, participation, and/or fundraising revenue) impact on consumer interest and suggest special promotions or implementation of outreach campaigns
- Assist in market analysis and research on the local competition
- Collaborate with media and community partners for all identified endeavors to promote a positive image and maximize exposure
- Collaborate with multiple departments to understand, contribute, and ensure their marketing initiatives are being executed as planned
- Support the Institutional Advancement team in administrative tasks
- Other duties as may be deemed necessary by the direct supervisor

Requirements:

- Strong desire to learn along with professional drive
- Knowledge of marketing disciplines, including digital, print and broadcast advertising
- Skilled at relationship building and working with internal and external partners
- Strong project management and organization skills
- Critical thinking, analysis and problem-solving
- Able to communicate effectively, both written and verbally, in English
- Capacity to work independently and with a team in a fast-paced environment
- Proficient in MS Office and related MS web-based tools; Adobe Creative Suite (InDesign, Photoshop, Illustrator and Acrobat) a plus but not required

Education and Experience:

- Current enrollment in a related BA/BS degree: Marketing, PR, Communications, Business, or any equivalent combination of training and experience; or recent graduate from accredited college in a related BA/BS degree, preferably with an interest in non-profit organizations

Contact information:

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