**POSITION TITLE:** Marketing Intern  
**Updated:** June 2021

**FLSA STATUS:** Intern (Seasonal Paid)  
**REPORTS TO:** Marketing Department

**POSITION SUMMARY:**

We are looking for an energetic and self-motivated Marketing Intern to join our evolving marketing department. If you’re an ambitious individual who wants to build a career in Marketing, PR, Social media and Content marketing, then we want to meet with you. We are looking for someone who is eager to learn and excited to take on new projects. Your work will include preparing written copy, monitoring social media platforms, conducting market analysis and participating in Market wide events and promotions. In addition to being an excellent communicator, you should have excellent multitasking and organizational abilities. The successful candidate will also have in-depth knowledge of marketing techniques and a savvy writing style. You will work with the PDA Marketing staff and other departments to plan, coordinate and execute marketing initiatives and programs at the Market. Position hours are flexible between 24-32 hours per week.

**ESSENTIAL FUNCTIONS:**

- Perform market analysis and research on the latest trends.
- Assist with daily administrative duties.
- Design and present new social media campaign ideas.
- Assist with writing Blogs – sourcing content, images and writing weekly/bi-monthly blogs
- Assist with editing website content – Directory listings, updating content on webpages
- Assist with Photography tasks – taking photos around the Market, sourcing UGC photos, help with making videos (Handmade & Homegrown)
- Assist with social media campaigns – source and create content for quarterly or month social media campaigns.
- Graphics: Creating Banners, Flyers, small signs, event signage using Abode Illustrator or InDesign
- Vendor Management – Manage communication and receiving of print jobs with vendors.
• Work Marketing and Programming Events – requires several weekends and some holidays.
• Entering PO’s into the system
• Editing and sending Tenant Alerts
• Data entry – Enter email addresses into database when collected at events.
• Respond to public inquiries about the Market over the telephone and Internet.
• Assist with drafting responses to the public and media
• Manage special projects as requested by Director of Marketing
• Monitor all social media platforms for trending news, ideas, and feedback.
• Prepare detailed promotional presentations.
• Help with the planning and hosting of marketing events.
  • PR and Social support for upcoming 50th Anniversary of “Keep the Market” Vote
  • Event preparations (i.e. creative brainstorming, working with vendors, sourcing product)

QUALIFICATIONS:

Current enrollment or recent graduate in an undergraduate course for Marketing, Communications or similar field. Familiarity with marketing computer software and social media platforms. Good understanding of the latest marketing trends and techniques. Excellent verbal and written communication skills. Must have a passion for marketing. Outstanding multitasking abilities.

Must have excellent interpersonal, written and verbal communications skills, the ability to deal effectively with diverse groups of people, and exercise good judgment and diplomacy. Must be able to quickly and easily navigate through nine acres of buildings, stairways, cobblestone and uneven terrain.

WORK ENVIRONMENT/PHYSICAL DEMANDS:
Office work is performed in a busy office setting that is non-smoking. May require work on evenings and weekends. Must be ambulatory, walk long distances, operate a phone, keyboard and computer. Operate light audio/visual equipment. Immediate work area is shared with other personnel and the room itself has other department offices in close proximity separated by partitions. Work environment is fast-paced and requires the ability to work under pressure and lift 50 lbs.

The Pike Place Market PDA is an equal opportunity employer and encourages applications from persons of diverse backgrounds and perspectives.