Job Title: Community Development & Marketing Intern

Indianapolis Cultural Trail, Inc. is looking for a qualified individual to work closely with the community development and marketing manager in promotional, event, and community support. A team member should be outgoing, responsible, possess superior communication skills, be detailed oriented, demonstrate a high level of integrity, and be extremely comfortable working with people in the community. Individuals should be energetic and excited to promote the Cultural Trail brand. The work requires both someone who is able to work independently and with a team. The Community Development and Marketing Intern reports to the Development and Marketing Manager.

Indianapolis Cultural Trail, Inc. is comprised of professional, creative and flexible individuals who work in a friendly, team friendly environment. The non-profit organization oversees all aspects of the eight mile Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick, a public linear park connecting all of downtown Indianapolis. The Cultural Trail also operates the Pacers Bikeshare program comprised of 251 bikes and 29 stations, the majority of which are located on the Indianapolis Cultural Trail.

Responsibilities:

- Social media planning and implementation
  - Draft and schedule posts for Cultural Trail and Pacers Bikeshare Facebook, Twitter, and Instagram accounts using scheduling software.
  - Create images, infographics, and other visual representations of quotes and data to share
  - Monitor notifications and performance metrics for social media accounts and use these data to improve campaign and account performance over time.
- Generate content for blogs and newsletters
- Assist in projects on the Cultural Trail
- Assist with volunteer management
- Others duties as assigned

Requirements

- Must be able to work 40 hours a week
- Undergraduate students majoring in Communications, Marketing, Event Management, Non-Profit Management, Business or similar fields
- Excellent verbal and written communication skills
- PowerPoint, Word and Excel skills (Mac preferred)
- Occasional weekend work and commitment to certain events required

Perks

- Pacers Bikeshare membership
- Monthly GreenBean office bins
- Open space office (with garage doors!)
- Team bike rides

Indianapolis Cultural Trail, Inc. is committed to diversity among our staff and is an equal opportunity employer. It is our policy to recruit, hire, train, promote and administer any and all personnel without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, gender identity or expression, physical disability, or any other legally protected basis.

Please send resumes to Sarah Frey at sfrey@indyculturaltrail.org and list “Internship” in the email subject line. Resumes must be received by