

## **ECONOMIC DEVELOPMENT INTERNSHIP ANNOUNCEMENT:**

**Summer 2019**

***FAIRFAX CITY OFFICE OF ECONOMIC DEVELOPMENT***

**Fairfax City Economic Development Office:** The Fairfax City EDO is the lead agency for economic development programming within Fairfax City. The Office serves to promote, identify, and assist businesses with location, expansion, and capacity building services within the City while creating systems and programs that encourage commercial and retail development. The Fairfax City EDO also serves as the primary point of contact with the Fairfax City Economic Development Authority, an independent but related agency of the City of Fairfax.

**Internship Description:** The Economic Development Office Intern's (the "Intern") primary responsibilities will involve working under the direction of the Director of Economic Development and the Business Development Associate, or his or her designee, in order to manage programming that directly supports the business community within Fairfax City.

Daily responsibilities will include but are not limited to:

- Assist in the development and implementation of EDO/A programs including city-promotional events such as Rock the Block, and assist in advancing the connection between city events and city businesses;
- Draft social media posts, blogs, and monthly e-newsletters for final review by EDO staff and assist in the development of a social media strategy;
- Provide support, under the direction of EDO staff, to the Economic Development Authority (minimal evening hours may be required);
- Develop collateral for the EDO that promotes/ informs the public of existing and planned economic development programming;
- Provide assistance, when necessary, with the administration and oversight of the EDA sponsored Façade Improvement Program (this may require out of office activities);
- Lead the development of a new business welcome packet, in conjunction with EDO staff, to be distributed to all new businesses;
- Administrative tasks as assigned by EDO staff.

### **Internship Project:**

The Intern will help develop and analyze content for the program's social media platforms and the fairfaxcityconnected website/blog as part of the Internship Project. This project will help enhance the EDO/A's visibility and aid in increasing engagement with the business and residential community.

The project will entail the following:

- Development of a content calendar to share quality content that engages the EDA/O audience and attracts new followers;
- Draft and post blog entries and source content that resonates with the city's audience;
- Develop a library of images, graphics, and media postings;
- Create custom templates for use by the business community for programs, staff, and guest content creators.
- Collaborate with other departments and interns to produce videos that supports economic development programming.
- Conduct an audit across digital channels to track how each channel is performing and measure areas of improvement.

- Identifying which social media platforms and blogs are visited most, how often, and by whom.
  - Identifying what type of social and blog posts attract the most views.
- Jurisdiction/BID analysis – Build a full social media profile on other jurisdictions/Business Improvement Districts which will include usability, design, and content.

**Minimal Expectations:**

Interns will be expected to report to work at Fairfax City Hall, 10455 Armstrong Street, Fairfax, VA 22030, for a minimum of two days a week. Specific hours will be coordinated by EDO staff. All interns will be given access to a computer and an email address (interns are not expected to check email after hours).

**How to Apply:**

Please send a resume and cover letter to [economicdevelopment@fairfaxva.gov](mailto:economicdevelopment@fairfaxva.gov) highlighting your qualifications, familiarity with the EDO and its programming, and framing your interest in working for local government/ economic development. Additionally, please include a short writing sample not to exceed three (3) pages in length, or alternatively, provided a summary of similar work you have completed that highlights your writing ability.

**Compensation:**

Interns will receive either academic credit or pay compensation (to be determined in conversation with EDO staff). Please indicate your compensation preference in a cover letter.