

ECONOMIC DEVELOPMENT INTERNSHIP ANNOUNCEMENT:

SPRING 2023 – SOCIAL MEDIA INTERNSHIP

FAIRFAX CITY OFFICE OF ECONOMIC DEVELOPMENT

Fairfax City Economic Development Office (EDO): 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 Business Community Engagement Specialist or his or her designee, to manage the marketing of programs and initiatives that support the business community and economic growth within Fairfax City.

Daily responsibilities will include but are not limited to:

- The development of high-quality content for all five social media (@fairfaxcityEDA) channels; including assisting with content creation such as: graphic design, video work, and photo capturing/editing as needed
- Management, engagement and measurement of all social media posts; including assisting with organizing our social media content calendar, scheduling posts via Hootesuite, responding to comments, reviewing analytics, etc.
- Development of an end-of-Spring report on social media use and impact including recommendations on enhancement and brand development
- Recommendation document on growing follower base
- Assisting with coordination of programming of EDO/A office as needed
- Assist with maintenance of EDA website (fairfaxcityconnected.com)
- Other duties as assigned by EDO staff.

Minimal Expectations: The selected intern should have experience in developing and managing a social media campaign, should be enrolled in either a marketing, communications, or business program. Must have some level of graphic design experience/background or knowledge. Work effectively both independently and as part of a team. Ability to prioritize projects and stay organized, as well as a strong attention to detail. Interns will be expected to report to work at The Economic Development Offices at 10300 Eaton Place Fairfax, VA 22030, for a minimum of 15 hours per 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: Send your resume, cover letter and graphic design examples to matthew.easley@fairfaxva.gov with the subject line "Spring 2023 Social Media Intern", highlighting your qualifications, familiarity with Economic Development, and framing your interest in working for local government/ economic development by Friday, October 22nd, 2022. Examples such include past graphic design/social media posts you've created (professional or personal), mockups are also acceptable.

Compensation: Interns will receive either academic credit or pay compensation. Please indicate your preference in your cover letter.