

ECONOMIC DEVELOPMENT INTERNSHIP ANNOUNCEMENT:

SUMMER 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 their designee, to manage the marketing of initiatives, programs and news that support the business community and economic growth within Fairfax City.

Duties and responsibilities will include but are not limited to:

- Assist in managing social media channels (Instagram, Facebook, Twitter, LinkedIn) via Hootsuite or similar platform. This includes managing the social media calendar, engaging with followers, responding to comments/messages, checking mentions and resharing content when appropriate.
- Create brand-aligned, high-quality and engaging content relevant to the work of the EDO/A such as: graphic design (via Canva), video work, and photo capturing and editing.
- Measure impact of posts, videos, Stories and campaigns by reviewing analytics. Learn and develop ways to adapt strategies to increase impact and growth.
- Build social relationships with our partners, city businesses and neighboring jurisdictions.
- Stay updated and informed on social media trends.
- Assist in coordination of press releases and Business Bulletin items as needed.
- Assisting with coordination of programming of EDO/A office as needed.
- Attend ribbon cutting ceremonies and meetings as necessary.
- Assist with maintenance of EDA website (fairfaxcityconnected.com).
- Other duties as assigned by EDO staff.

Minimum Expectations: The selected intern should have experience in developing and managing a social media campaign, should be enrolled in either a marketing, communications, or arts program. Must have a creative eye and some level of graphic design experience or background. Video content and editing experience preferred but not required. 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, up to 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: Upload cover letter, resume and complete employee application on NeoGov. Highlight your qualifications, familiarity with Economic Development, and frame your interest in working for local government/economic development by Friday, April 21, 2023.

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