



Job Title: Marketing Content Intern

Reports to: Associate VP of Marketing, Marketing Content Manager

Time-Period: Mid-April 2023 through April 2024

Experience Grand Rapids is looking for a Marketing Content Intern to assist with the management of communications across a variety of platforms. The intern in this position will gain real-world experience in working on a successful content marketing team. Experience will include updating and publishing article and blog content to a website, eventually owning the article update and review process, as well as working with a fast-paced marketing team. The individual in this position will also learn how to effectively utilize project management software to collaborate with team members. This is a great position for those wanting to learn more about brand storytelling.

Responsibilities:

Include but are not limited to the following:

- Updating a variety of web content on ExperienceGR.com
- Inputting final content changes to blog stories and articles
- Fact checking on digital published pieces
- Assist with curation of content for Grand Rapids partnership pages at Michigan.org
- Attend Marketing/Staff team meetings and provide input (as schedule allows)
- Contribute to the social media monitoring team
- Assist the Marketing team as needed

Company Culture:

Experience Grand Rapids (EXGR) is the destination marketing organization for Kent County and Grand Rapids, Michigan. As such, the organization promotes the fun attributes that make the area an exciting place to visit like craft beverages, arts & culture, outdoor recreation, food and more. Since EXGR is a promoter of awesome things to do, the company culture is diverse and inclusive, relaxed and friendly, while passionate and hard-working to reach the goal of filling the hotels and attractions with visitors and convention attendees.

Supervisor Description:

The intern will work directly under a supervisor that has been with Experience Grand Rapids in a variety of roles for over ten years, is highly involved in community boards and committees, and holds a Master of Business Administration degree with an emphasis in Marketing.

This intern will work closely day-to-day with a manager who has been with EXGR as the Marketing Content Manager for six+ years; has a 17-year background in content creation and storytelling management; holds a Master's degree in English literature.

Additionally, the intern will work with a variety of experienced professionals on the Experience GR marketing team.

Experience Grand Rapids is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.



Desired Skill Set:

- Editorial ace – Has a keen eye for grammar and punctuation and what makes a good story
- Passionate Grand Raptidian - Knowledgeable of the Grand Rapids area and what makes it a desirable destination
- Impressive communicator- Above average written and verbal communication skills
- Creative thinker - Provide creative input and positive approach to projects
- Independent worker – Able to complete tasks with minimal supervision
- Detail driven - Goes beyond surface level to thoroughly complete tasks and projects
- Marketing maven- Understanding of marketing, social media, branding, tourism, website & social analytics
- Task juggler- Take initiative and capable of managing multiple projects at once by being organized
- Fast learner- Ability to quickly understand position-specific programs

Time Requirements:

- Ability to work 20 hours per week.
- Hybrid position: remote + downtown Grand Rapids office (*fully remote is not an option at this time*)
- Possible evening/weekend on-call dates for some events and social monitoring.

Benefits:

- Paid internship
- Paid downtown parking provided for duration of internship
- Work environment conducive to learning, great experience!

Please complete [this online application](#) to apply for the Marketing Content internship by 11:59 PM on March 22, 2023.

A resume and cover letter are required to apply.

View all of our job postings [here](#).

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