



Digital Media Intern

Become an integral part of the economic future of the Greater Sacramento region. The Greater Sacramento Economic Council, a fast-paced and hard-working not-for-profit, is looking for a Digital Media Intern to help the marketing and public relations department.

The Digital Media Intern will be responsible for assisting both marketing and public relations with their digital strategy, which represents the voice of the organization and the profile of the region. Expect to be creative and challenged in every aspect of your work. This is an excellent opportunity for a highly motivated student who has the drive and dedication to help increase the awareness of the Sacramento region.

The Greater Sacramento Economic Council is the catalyst for innovative growth strategies in the Capital Region of California. The organization spearheads community-led direction to retain, attract, grow, and create new businesses, develop advanced industries, and create jobs throughout a six-county region. Greater Sacramento represents a collaboration between local and state governments, market leaders, influencers, and stakeholders, with the sole mission of driving economic growth. Greater Sacramento was founded on discovery, built on leadership, and fueled by innovation. If you're ready to be a part of the rewarding and fast-paced work of growing the region's economy, we're ready to hear from you.

You will be responsible for:

- Assist the public relations and marketing team with day-to-day objectives and goals
- Create, write and publish content for all social media platforms including: Facebook, Twitter, Instagram and LinkedIn
- Monitor posts and respond to any engagement on social media and help the business development team with any company leads
- Help to develop a robust social media content calendar
- Work with the marketing team to create video and influencer series for social media platforms
- Assist and create content for press releases, articles, blogs, speaking engagements
- Develop and work on maintaining a current media list
- Contribute and copyedit content for digital and print media
- Schedule interviews and video content for the department

We need you to have:

- Current enrolled student majoring in digital media, public relations, communications, marketing or related field
- Experience in writing copy for social media or other public relations and marketing material
- Exceptional oral and written communication skills
- Fluency with all social media platforms including Facebook, Instagram, Twitter and LinkedIn



- Comfort working in a fast paced environment and doing hands-on work in a growing organization
- Exceptional team-orientation – you enjoy collaborating with and learning from your teammates
- A self-motivated, continuous learning approach
- The desire to quickly develop a deep understanding of the Greater Sacramento region’s offerings and target audiences.
- Bachelor’s degree with a focus in journalism or communications preferred

Job Type:

- Paid Internship