



COLORADO

Office of Economic Development
& International Trade

Colorado Office of Economic Development & International Trade

Internship Title: Digital Marketing Coordinator
Internship Location: 1625 Broadway, Suite 2700 Denver CO 80202
Reports to: Digital Marketing Manager
Hours: 20 hours per week. Schedule negotiable.
Compensation: \$12/hr

The Office of Economic Development and International Trade (OEDIT) was created to foster a positive business climate that encourages quality economic development through support of local and regional economic development activities throughout the State of Colorado. A comprehensive slate of programs within OEDIT's divisions work together to offer economic development services for all Colorado businesses - new and expanding, traditional and emerging, small and large - including retention programs to ensure continued competitiveness of Colorado's economic base, and job training to keep Colorado's workforce the best in the nation.

The Marketing, Communications and Public Affairs division of OEDIT is seeking a Digital Marketing Coordinator to help promote the Colorado Story to drive awareness and relevance of OEDIT's recruitment, support and retention of companies and business.

OVERALL RESPONSIBILITIES:

Assist with content maintenance on ChooseColorado.com

- Update content, links, pages, contacts, etc. on Choosecolorado.com as needed
- Update Colorado lifestyle, business, workforce, and industry rankings on website
- Post new job listings as needed
- Identify and update all broken links on website
- Maintain current SEO best practices

Assist with Colorado Office of Economic Development Social Media

- Conduct research for current trends in social media
- Identify influencers in our network and connect
- Post relevant daily content
- Report monthly on analytics and provide insight on high and poor performing posts

Assist with graphic design

- Make updates to current marketing collateral using InDesign, Photoshop, and/or Illustrator
- Update all previous marketing collateral to match new ChooseColorado.com branding
- Organize assets and files for marketing collateral

Assist with Administrative duties as needed

- Coordinate print of marketing collateral
- Coordinate marketing material orders

WHAT YOU WILL LEARN:

- How to use WordPress and implement SEO best practices.



- How to create compelling content that will be shared by influencers.
- How to use InDesign, Photoshop, and Illustrator (basic level).
- How to use Meltwater social media scheduler.
- Relationship building with OEDIT's various divisions and programs.

IDEAL CANDIDATE

The ideal candidate is an undergraduate (senior) or graduate student in public relations, marketing, communications, or digital communications. Ideal candidates will be detail oriented, organized and creative and possess a professional work ethic and be enthusiastic to gain new knowledge.

Qualified candidates will also be/have:

- A commitment to serving the state of Colorado
- Excellent written and verbal communication, strong editing skills
- Self-motivated, detail-oriented with strong written, verbal & organizational skills
- Excellent computer skills with experience with using Google Docs
- The ability to work independently and with others
- Dependability, flexibility, and ability to maintain confidentiality
- The ability to work well under pressure and meet deadlines
- Proficiency in Photoshop, Illustrator, or InDesign preferred
- Openness to learning and growing within the internship experience

Regular commitments/meetings:

- 20 hours per week
- Weekly staff meetings

APPLICATION PROCESS:

Applicants should submit a cover letter, resume, and 2 references *in one document* to The Office of Economic Development and International Trade by e-mail at oesdit.info@state.co.us with the subject line "Digital Marketing Coordinator". The position is open until filled.

Due to the large volume of resumes we receive, we do not acknowledge receipt of each resume and are unable to give status updates. If a strong match is found between your qualifications and the requirements of the position, a member of the recruiting staff will contact you to further discuss the internship opportunity.

