



OAKCREEK
— WISCONSIN —

Position: Marketing & Events Intern
Department: Marketing & Public Relations

FLSA Status: Non-exempt
Status: Irregular Part-Time

Summary Description

The City of Oak Creek is an organization committed to serving its residents, visitors, and the business community. The City understands in order to achieve sustained success, it needs an extremely talented and diverse workforce. With its Marketing & Public relations department, we have created a Marketing & Events Internship position to support City’s goal of providing emerging leaders and creatives with a meaningful experience in multi-media marketing and events within a local government setting. The City is committed to providing opportunities for interest and skills exploration, professional development, and the potential for promotion within the City. The position is responsible for performing an assortment of marketing and support activities.

Supervision/Accountability

This position is directly accountable to the Director of Marketing and Public Relations; has no supervisory responsibility.

Major Duties/Essential Functions

Create and aid in the creation of content for the City’s website and social media channels that remains consistent with the City’s brand identity. Implement a variety of digital marketing strategies across various platforms.

Work with the Director to develop social media analytics reporting.

Help plan, implement and promote public engagement events or activities.

Collaborate with other City employees and volunteer to ensure seamless event experiences for vendors and attendees; may include select evening and/or weekend hours.

Work with the Director and other team members as appropriate to develop event schedule and budgets as well as tracking process.

Minor Duties/Responsibilities

Proofread and edit various materials.

Perform other communication and marketing related duties as requested.

Knowledge

Demonstrated knowledge of office procedures. Experience using digital cameras, cell phones and tablets. Proficiency in Microsoft Office Suite and Canva preferred.

Skill/Ability

This role requires the incumbent to be enthusiastic, collaborative, and dedicated to the challenges of municipal communications and marketing. Must be able to work well independently and as a member of a collaborative team. Must be receptive to feedback and work efficiently to meet project deadlines. Must be able to use discretion and independent judgment. Ability to communicate effectively verbally and in writing.

Education/Experience

Must be enrolled full-time at an accredited university studying one of the following disciplines: marketing, communications, journalism, public relations, media studies, or another closely-related subject.


Physical Demands

Physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is required to sit, talk and hear. The employee is required to use hands to type, finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approved By: 
City Administrator

Reviewed By: 
HR Director

Reviewed By: 
Director of Marketing and Public Relations

Revision History:
July 12, 2024

