



Marketing/Event Planning Intern Job Description

Overview:

North County Inc. (NCI) is seeking a motivated individual with exceptional writing and communication skills to join our team as a marketing and event planning intern. The intern will work in tandem with NCI staff to assist with event production from concept through completion, helping maintain our reputation for memorable events. They will also be responsible for contributing fresh ideas, creating content, and researching industry trends to help improve our brand, communications, and strategy.

Primary Duties & Responsibilities:

- Plan and facilitate logistics for all events, including guest lists, venue preparation, presentation materials, catering, transportation, equipment, decor, and marketing materials.
- Coordinate with internal staff, clients, and vendors to establish the requirements for an event throughout the planning process.
- Communicate event scheduling and needs with staff, venues, vendors, speakers, and guests.
- Locate resources, visit sites, and lead pre-event meetings to help staff make decisions about event design.
- Assist with on-site preparations, production, and event breakdown; and ensure consistent, high-level service throughout all phases.
- Contribute to marketing campaigns that further the company's strategic goals.
- Complete projects related to branding, content creation, website, and social media marketing.
- Oversee the creation and distribution of marketing materials and promotion channels, such as newsletters, fliers, invitations, and social media posts.
- Develop tools and methods for collecting data such as surveys, opinion polls or questionnaires.
- Keep company staff updated on overall project status and changes.
- Perform other duties as assigned.

Qualifications & Experience:

- Intern should be working towards bachelor's or master's degree in marketing, communications, event management or a related discipline.
- Must have experience in communication, marketing, event planning and coordination.
- Familiarity with major social media platforms (Facebook, Twitter, YouTube, etc.)
- Experience in building and maintaining positive business relationships preferred.
- Must have valid driver's license and insurance and be willing to travel short distances.

Skills & Abilities:

- Advanced skills in Microsoft Office Products (Word, Excel, PowerPoint, Outlook, etc.).
- Strong verbal and written communication skills.
- Strong interpersonal skills.
- Must be comfortable reaching out to individuals without prior engagement.
- Ability to gather data, compile information, and prepare reports as needed.
- Ability to work effectively and efficiently both independently and collaboratively.
- Self-motivated with the ability to take initiative with minimal oversight.
- Ability to balance multiple priorities at once to meet deadlines.
- Basic photography, image and video editing, and graphic design skills.
- A willingness to work irregular and intense hours, as needed, to manage priority projects on critical deadlines.

About North County Inc.:

North County Incorporated is a regional development organization which acts as a catalyst to define and advocate economic and community development for North St. Louis County.

NCI has served the North St. Louis County community for more than 47 years, with a focus on economic development, education, healthcare, infrastructure, and transportation needs. NCI markets the area as a great place to live, work, shop, worship and learn as we actively work to enhance the residential and business climate. NCI's leadership successfully builds collaborative partnerships to work on regional matters to create an overall more equitable and livable community. We coordinate the resources and efforts of community, civic and business leaders to speak as a unified voice on regional issues. By connecting people, ideas and resources, NCI is a catalyst for the betterment of the area. NCI is a 501(c)6 and North County Regional Development Association is our 501(c)3.

North County Inc. is an equal opportunity employer which extends equal employment opportunities (EEO) to all qualified individuals, regarding all terms and conditions of employment.

How to Apply:

Interested candidates should send their cover letter and resume to rzoll@northcountyinc.com with the subject line "Interest in Internship." For additional information, please call (314) 895-6241.

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