Experience Works! PLUS Internship Program

A program of the Westmoreland-Fayette Workforce Investment Board

Please review the EWP Handbook for full program eligibility and application processes. The WFWIB funds internships at its discretion and reserves the right to screen worksite and individual intern applications to ensure program eligibility. We cannot guarantee an interview or internship offer if a student is referred to one of the following organizations. Program spots are limited and filled on a rolling basis.

Internship Job Title:

Marketing & Digital Communications Intern

Location:

Greensburg, PA

Responsibilities:

See next page

Critical Skills:

See next page

MARKETING INTERN

INTERNSHIP POSITION DESCRIPTION

POSITION OVERVIEW

The Marketing Intern will support the Chamber's marketing, communications, and promotional initiatives while gaining hands-on experience in digital marketing, social media, graphic design, email communications, advertising, and strategic content development.

KEY RESPONSIBILITIES

1. Email Marketing & E-Blast Communications

Create and format Chamber e-blasts using Constant Contact, including the Chamber Newsletter, Member Milestone Newsletter, News & Views Blog updates, Member Spotlights, advertising features, event promotions, and member announcements. Coordinate content, graphics, and advertising placements with the Director of Marketing; maintain consistent branding and professional presentation; and obtain the Director's review and approval before distribution.

2. Social Media & Digital Content Creation

Help develop engaging content for TikTok, Facebook, Instagram, and LinkedIn, including member highlights, event promotions, and Chamber initiatives. Capture photos and videos at Chamber events, coordinate messaging and branding with the Director of Marketing, and obtain approval before publication.

3. Graphic Design & Marketing Support

Use Canva to create branded graphics, social media posts, email banners, event promotions, and other marketing materials. Ensure materials align with the Chamber's visual identity, assist with additional promotional projects as needed, and secure the Director of Marketing's approval before publication or distribution.

4. Strategic Content Planning & Execution

Assist in implementing the Chamber's 2027 Strategic Content Plan. Maintain an organized content calendar; coordinate content and consistent messaging with the Director of Marketing; track communications, campaigns, events, and deadlines; and proactively identify opportunities to promote members, programs, and events.

REQUIRED SKILLS, QUALIFICATIONS & APTITUDES

The ideal candidate will have an interest in marketing, communications, digital media, and content creation, with the ability to manage multiple projects and support the Chamber's promotional initiatives. Preferred skills and aptitudes include:

1. Digital Marketing & Social Media: Familiarity with Facebook, Instagram, LinkedIn, and TikTok and an understanding of engaging content, event promotion, and audience engagement.

2. Graphic Design & Canva: Working knowledge of Canva or similar platforms to create flyers, advertisements, promotional materials, social graphics, newsletters, and event materials.

3. Email Marketing & Constant Contact: Familiarity with email platforms and the creation, formatting, organization, and distribution of e-blasts, newsletters, announcements, and campaigns.

4. Artificial Intelligence (AI) & Digital Tools: Ability and willingness to use AI platforms and emerging technologies for content development, writing, editing, research, brainstorming, graphic design, and marketing efficiencies.

5. Content Creation & Written Communication: Strong writing, proofreading, and communication skills; ability to develop promotional content, business highlights, event descriptions, advertisements, and member communications.

6. Database Management & Organization: Familiarity with creating, maintaining, and updating databases, spreadsheets, contact lists, membership information, marketing records, and tracking systems.

7. Photography & Video Production: Ability to capture, edit, and organize photographs and short-form videos for social media, events, member spotlights, and digital marketing.

8. Advertising & Promotional Development: Ability to assist with campaigns, flyers, advertisements, event promotions, sponsorship materials, and communications supporting Chamber programs and membership.

9. Project Management & Attention to Detail: Strong organization and time management; ability to prioritize assignments, maintain calendars, meet deadlines, and manage multiple projects.

10. Creativity, Initiative & Team Collaboration: Creative, self-motivated, adaptable, detail-oriented, and willing to learn new technologies while working collaboratively with the Director of Marketing and Chamber staff.

ADDITIONAL PREFERRED QUALIFICATIONS

Currently pursuing or recently completed coursework in marketing, communications, public relations, graphic design, digital media, or a related field; familiarity with Microsoft Word, Excel, and PowerPoint; interest in business development, community engagement, and promoting local businesses and organizations; and the ability to work independently while valuing collaboration, professional communication, and established approval processes.

INTERNSHIP SCHEDULE & WORK HOURS

The Marketing Intern will have a flexible, structured schedule coordinated with the Director of Marketing and based on Chamber needs. Work will take place primarily during regular Monday–Friday business hours, with:

Typical Schedule: Hours generally falling within the Chamber's normal weekday business hours.

Flexibility: Days and hours adjusted, as appropriate, for the intern's academic schedule, availability, and Chamber operations.

Weekly Commitment: A mutually agreed-upon schedule that provides consistency and reasonable flexibility.

Event Participation: Occasional availability for Chamber events, programs, networking functions, or special marketing activities outside traditional business hours.

Coordination: Direct work with the Director of Marketing to establish priorities, assignments, and weekly schedules.

OVERALL OBJECTIVE

Provide an aspiring marketing professional with practical experience in digital marketing, graphic design, social media management, email communications, advertising, and strategic content development while supporting the Westmoreland County Chamber of Commerce's mission to Connect, Engage & Grow!