



Downtown Brooklyn Partnership Marketing + Communications Intern

Organizational Background:

Downtown Brooklyn Partnership (DBP) is a not-for-profit local development corporation that serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential, and retail destination. Working together with the three business improvement districts (BIDs) that it manages – the MetroTech BID, Fulton Mall Improvement Association, and Court-Livingston-Schermerhorn BID – the Partnership manages over 1 million square feet of public space and undertakes diverse activities including infrastructure development, outdoor programming, supporting and heralding the area’s cultural assets, and encouraging a unified sense of place and an engaged civic community.

Purpose:

Working with DBP’s marketing and communications team, the role will provide support by updating, maintaining and expanding DBP’s website, generating digital media content, marketing campaigns, and other original content. The candidate will foster connections with local stakeholders to promote DBP initiatives, businesses, programming and events, further DBP’s digital engagement, and assist with the planning and production of marketing events and campaigns.

Responsibilities:

- Manage and update web content using a content management system
- Produce content for social media, email outreach, development, and marketing—as well as assets for online content and print material.
- Collect and analyze metrics to determine and continually refine digital content
- Work with all DBP departments across the organization to convey relevant content
- Manage all social channels, including content production, audience engagement, and reporting
- Support Marketing team at public events as needed

Qualifications:

- Outgoing and friendly with excellent verbal and written communications skills and excellent attention to detail
- Strong work ethic and ability to meet multiple deadlines
- Team player able to juggle several projects concurrently
- Willingness for a flexible work day and occasional weekends as needed
- Experience with social media platforms and planning tools

- Proficiency in Microsoft Word, Excel, Outlook, Power Point, Adobe Photoshop and Adobe Illustrator
- Working knowledge of Google Analytics and SEO best practices

Start Date:

- Immediate

This is a full-time, on-site position. Starting pay rate is \$20/hour.

To Apply

Please send cover letter, resume, and portfolio of 5–7 examples of design and production to jobs@downtownbrooklyn.com with “Marketing + Communications Intern” in the subject of the email.