

JOB DESCRIPTION: Lanesboro Stay Safe Internship Position

Job Description & Main Goals

This contracted position will work directly with the City of Lanesboro and the Lanesboro Economic Development Authority on a broad range of communications & events activities in an active & innovative community setting. The Lanesboro Stay Safe Intern gain hands-on experience creating effective and impactful social media & website content, news releases, storytelling videos, and physical marketing materials. The Intern will also assist in creating and maintaining organizational systems, COVID-19 best practices for events and businesses, as well as general administrative work. Strong writing skills, or a desire to develop them, *are a must*. This position will assist in developing & executing COVID-19 Stay Safe documents to support event planning for events throughout the year.

For this position, focus of study could be Mass Communication, Marketing, Public Relations, English, Business, etc.; however, any applicant with an interest in city administration may apply. Skills and experience that would be beneficial for this position include: WordPress, Photoshop / graphic design, project management, creative writing & copy writing, social media platforms, technical audio & video equipment, event organizing / production, and video editing. Customer service experience would be especially useful. Desired attributes include: self-motivation, creative problem-solving disposition, ability to improvise, ability to multi-task, ability to accomplish technical and detailed tasks, desire to learn & develop new skills, and open to meeting new people & collaborating across sectors.

Reporting and Meetings

- The intern will report directly to a supervisor - and will also be tasked by Elaine Edwards (Lanesboro EDA Chair) and Cathy Enerson (CEDA Director) for certain projects to meet job description goals.
- The intern will report to the EDA each month with the effectiveness of promotions (data/stats/insights) and their overall thoughts on the effectiveness of safety protocol.
- The intern is expected to attend local meetings for the Chamber and Business Promotions Group remotely via Zoom. The intern supervisor will share links for each monthly meeting.

Dates/Hours

Start date: Monday, May 3rd, 2021 End date: Friday, August 27, 2021

- The intern is expected to be in Lanesboro one day a week and do any additional hours remotely.
- The intern will have access to office space to store items and work.
- When working in person the physical address of the office space is the City of Lanesboro

Stipend

Interns will be paid a monthly stipend.
The intern is an independent contractor.

To apply, send cover letter and resume and contact information for 2 references by April 23, 2021 to:

Michele Peterson, City Administrator

City of Lanesboro

202 Parkway Ave S

Lanesboro, MN 55949

OR send to: mpeterson@lanesboro-mn.gov

For more information, contact Michele Peterson at 507-467-3722 or mpeterson@lanesboro-mn.gov

Applicant information will be reviewed by an EDA member and staff to conduct interviews

Applicant materials to be submitted by April 23, 2021