



Winter/Spring 2023

Milwaukee Downtown, Business Improvement District #21
Special Events & Marketing Internship Description

As the Special Events & Marketing Intern your responsibilities will include but are not limited to the following:

EVENT COORDINATION

For events, the winter & spring months are focused on fundraising, pre-event logistic planning, vendor coordination, surveying event past participants, and other duties as assigned. The Special Events & Marketing Intern serves as the key assistant in all these areas, reporting directly to the Marketing, Events, & Social Media Director.

The Special Events & Marketing Intern will also assist the Director of Public Space Initiatives onsite during the winter and spring activations.

2023 Flagship Events include:

- Taste and Toast (March)
- Downtown Dining Week (TBD date)
- Downtown Employee Appreciation Week (August)
- Milwaukee Holiday Lights Festival (November/December)

Public Space Projects include:

- Winter in the City (social media assistance + onsite event assistance)
- Broadway Skates at Red Arrow Park (January + February)
- Downtown Ice-Capade (February)
- Lightfield by HYBYCOZO at Cathedral Square (January through May)
- Onsite event assistance includes: set-up and tear-down of winter series at Red Arrow Park and Cathedral Square (if applicable).
- Other public space coordination as assigned.

SOCIAL MEDIA/MARKETING

Under direct supervision & collaboration with the Director, the Special Events & Marketing Intern serves as the key content creator for MKE Downtown blog & social media channels, including but not limited to: TikTok, Facebook, Twitter, and Instagram.

- Collaborate with Marketing, Events, & Social Media Director on Milwaukee Downtown's social media outlets
- Write and publish relevant blog content for Milwaukee Downtown blog
- Assist in graphic design via Canva

OFFICE MANAGEMENT

- Maintain databases, mailing lists, and vital records
- Be prepared to professionally assist and answer questions, concerns, and comments regarding Milwaukee Downtown via telephone, email, and social media
- Assist with Board of Directors preparation when applicable

WHAT YOU BRING

- A passion for community work, social media, event production, and all things Milwaukee
- Strong verbal and written communication skills: English, Marketing, Journalism, and/or Communication majors encouraged to apply

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- Current university and/or recent graduates preferred

This is a paid internship with a maximum of 32 hours per week. You will report and receive instruction directly from the Marketing, Events & Social Media Director, Rebecca Sue Button. Please note that the Milwaukee Downtown office is currently open and working in-person. All BID employees are encouraged to be fully vaccinated.