



Catalyst for a global Indiana

2020 Marketing, Public Relations & Analysis Intern

Position Summary

Where Indy Intersects With The World; add an international business experience to your professional credentials without leaving Indianapolis!

The selected intern works in direct support of The International Center's Marketing and Communications Manager and the Vice President of Marketing and Development. The Intern is involved in a broad range of communication functions including media (social and traditional), website upkeep, blog, The Center's Festival Fund, external/community/stakeholder relations, and stakeholder analysis. The selected intern works on specific projects assigned by both supervisors noted above.

Responsibilities:

- Social Media Management; Maintain the Center's social media accounts, track and analyze social media analytics, create monthly social media plans, with direct assistance from the marketing and communications associate, recommend topics that most closely match The Center's expertise and audience's interests, manage the Center's online photo library, co-manage the Center's online blog
- Newsletters and News Releases; Write or assist in writing a variety of communication vehicles, including a bi-monthly newsletters, serve as editor for The Center's blog
- Marketing and Promotion Assistance; Take photos at various events to capture The Center's programs and services, provide support as needed to International Center events, working as part of the collaborative team
- Festival Fund; Review applications; assist throughout various processes; keep documentation current, including updating power point presentation
- Special Projects; Help plan, develop materials, present information, and implement new projects, assignments, tasks as assigned, Represent The Center at various events in a professional manner
- Creation of Marketing Materials; Design and develop marketing materials for The Center which may include posters, fliers, invitations, email blasts and other materials, using a variety of resources to make these materials more creative and appealing

Desired Learning Outcomes:

- Understanding U. S. and International business and cultural diversities
- Understanding social media trends and features for nonprofits, stakeholders' interests and how to engage them in a variety of ways, The Center's outreach and marketing strategies and their functions in overall organization and program development, processes involved in the planning of small and large scale events, and exposure to and experience in administrative processes, design, development and execution of new projects, what will get stakeholders' attention in order to create more effective materials, design options of different programs, and for different audiences
- Ability to develop strong writing skills and be able to tailor messages to best promote The Center's mission, programs and services; show responsibility and accountability for online blog, specifically scheduling, editing, layout and promotion, develop business writing skills; gain experience with a variety of public relations tools, learn and utilize effective marketing tools and channels in developing and promoting The Center's programs and services, create images that will best represent the Center as a strong, well-developed organization

For more information about The International Center, its mission and internship program, go to www.internationalcenter.org. Intern applications and cover letter may be submitted through this portal, or you may submit them directly at <https://www.internationalcenter.org/employment/> or email to internships@internationalcenter.org

On behalf of The International Center team, we look forward to hearing from you soon!

For more than 40 years, The International Center has served Indiana as a catalyst for international growth and as a guide to the world's cultural landscape. Our Board of Directors and our diverse and experienced staff are dedicated to growing our community as a key player in the global marketplace and serving as a window to the world – looking out and looking in.

Our Vision

Indiana embraces a global economy, values all cultures, and is a vibrant place to live and work.

Our Mission

The International Center is a catalyst to inform, convene and connect public, private and civic global objectives in Indiana.

2020 Internship Program FAQ

What are the benefits of interning with The International Center?

As an intern at The International Center, you can expect staff members to be invested in you and to treat you as they would their peers. The benefits of working for The International Center are unique and varied!

- attend Weekly Intern Program Meetings that includes professional training, career support modules, and presentations by global business & civic leaders
- participate in an Indiana Naturalization Ceremony and present a U. S. flag to a new citizen
- tap into a supervisor, mentor, and a team committed to your growth and success
- expand your international perspective and gain new, unique experiences
- engage in unique local and international networking opportunities
- develop a career plan with support in resume building & professional recommendations
- gain professional skills for the global economy
- earn school credit
- enjoy a flexible schedule

Check out The International Center's social media for more information about the organization.

- Twitter: @INTLCTR, #IVLP
<https://twitter.com/INTLCTR>
- Facebook: The International Center
<https://www.facebook.com/pages/The-International-Center/246213911149>
- LinkedIn: The International Center of Indianapolis
<https://www.linkedin.com/company/international-center-of-indianapolis>
- Blog: The International Center
<http://www.internationalcenter.org/category/blog/>

Is it possible to participate in extracurricular activities, classes, and/or other jobs while serving as an intern?

Absolutely! We understand that you are a student and have other activities in which you are involved. The International Center allows you the flexibility to work around your school's internship requirements and create a schedule that works for you.

Can I select more than one area of interest to apply for?

Yes please, we encourage it! Just let us know which areas are of interest in your cover letter.

1. Business Development, Research Analysis & Consulting
2. Accounting, Finance & Operations
3. International Research & Business Program Management
4. International Client Services
5. Event Planning & Management
6. International Client Program Management
7. Marketing, Public Relations & Analysis
8. International Research & Programming
9. Non-Profit Administration
10. Operations & Organizational Project Management

Does The International Center only recruit from colleges and universities in Indianapolis?

No. students at colleges and universities from anywhere in the state, country, or world may apply. Please note that all students must arrange their own travel and accommodations for the duration of their internship, and The Center cannot aid in obtaining work visas. The Center also accepts internship applications from recent college graduates.

Are internships paid or unpaid?

The International Center's internships are unpaid. However, we are happy to work with your college or university to provide credit for your internship.

Does The International Center observe a dress code policy?

Yes. Our dress code policy is business professional as it is common for us to host meetings with business, government and international leaders.

Do I have to have a specific major in order to be considered?

No. Through the years, we have had a wide variety of students, with varying majors, intern with The Center. All students with a strong interest in gaining professional and international experience are welcome to apply.

What other activities or experiences may I participate in, outside of my role?

We provide a weekly program agenda that covers topics like international protocols, board governance, community outreach, non-profit fundraising, interviewing and mentoring, social media, intro to business operations, etc. plus a variety of unique opportunities such as participation in a Naturalization Ceremony, lunch with the Board Chair, Citizen of the Year Awards Evening, Indiana Economic Development speaker luncheon, to name a few!

What are the principal responsibilities of an intern?

There are several, and can vary from role to role, season to season. The principal responsibilities include:

- Develop/document goals with your supervisor
- Attend weekly intern meetings featuring special guest speakers & customized career programming
- Represent the IC at naturalization ceremonies and other city-wide events

- Provide research support for special projects and ongoing programs
- Assist the IC with fundraising and special events
- Serve as an organizational ambassador in recruiting future interns and volunteers

What are the preferred qualifications to be a successful intern?

- Excellent interpersonal skills
- Excellent writing skills
- Strong research aptitude and/or skills
- Strong organizational skills
- Willing to be versatile and flexible, with a self-starter work ethic
- Ability to work independently and collaboratively with staff members, volunteers, and external stakeholders
- Proficiency with Microsoft Office Suite (Word, Outlook, Excel, PowerPoint)

What is the hiring timeline and projected work hours?

We offer the following internship programs:

- Spring (January 7 – May 3),
- Summer (May 6 – August 16)
- Fall (August 19 – December 13)

The International Center’s office hours are 8:00 a.m. – 5:00 p.m. Monday through Friday. Estimated work hours average 15-20 per week for fall and spring terms around class schedules and 20-30 hours per week, generally 9:30am – 3:30pm weekdays during the summer. 250 minimum hours are required for the internship so that interns are available for the numerous opportunities that arise. Individual schedules may vary depending on the specific projects and other learning opportunities that may arise, as well as school commitments, family obligations and vacations.

How do I Apply?

To apply for an internship at The International Center, please send your resume and cover letter to internships@internationalcenter.org. Please be sure to include your preferred internship program date range and top 3-4 roles of interest in your cover letter. Interns are selected on a rolling basis for spring, summer and fall internship programs. The internship is unpaid. A \$60 monthly stipend for downtown parking is provided.