



### **Marketing Internship**

Alfred Area Business Association and the Village of Alfred seek a community oriented intern to help with marketing.

**Employer:** Alfred Village and Alfred Area Business Association

**Duration:** one semester or summer

### **Position Description:**

- Assist AABA and Village with marketing plan for Alfred
- Assist in the development and maintenance of PR calendar and social media strategies
- Develop social media strategies and campaigns
- monitor daily news (social media, newspapers and online news sites) and flag relevant stories; identify potential partners
- Assist in planning events including outreach and communications with partners, updating printed materials, websites and forms
- Attend and document events, post on social media and recruit others to promote #alfredny and #Alfred\_Village #whatsinalfred
- Assist in seeking new members of Alfred Area Business Association
- Attend regular meeting for both AABA and the village (Second Tuesday of every month)
- Other projects as assigned.

Please contact [trusteebrown.alfredvillage@gmail.com](mailto:trusteebrown.alfredvillage@gmail.com) for more information.