



**Karp Strategies | Marketing Intern
Fall 2022 - For Immediate Hire**

About the Role

Karp Strategies is seeking a part-time Marketing Intern. This position will support Karp Strategies' marketing activities in coordination with the communications manager/graphic designer and existing Graphic Design Intern. Core tasks will include writing and editing marketing materials, assisting with tracking and trafficking projects, and reporting on campaign effectiveness.

What We Seek

The ideal candidate is creative, collaborative, highly organized, and willing to learn new things. They are detail-oriented, possess excellent communication skills, and are eager to help wherever the team needs them. Successful candidates in this role will love a fast-paced work environment with people who love what they do. We are some of the most engaged, passionate people around. A curiosity about urban affairs and an interest in incorporating an equity lens into our work are strongly encouraged.

Major Job Responsibilities

- Produce content for social media posts, website blog posts, and email marketing campaigns via LinkedIn, Instagram, WIX, and a MailChimp newsletter
- Revise, edit, and proofread sales and marketing material, including employee bios and project case studies
- Assemble and update marketing materials packets in Acrobat for the business development team
- Maintain content calendars for social media channels, blog, and newsletter
- Update status of marketing design projects on Trello and weekly "hotlist"
- Contribute to weekly project status updates memo for CEO
- Maintain, update, and propose improvements to the current Karp Strategies website
- Compile marketing analytics data for the Karp Strategies website, newsletter, and social media accounts
- Support development of brand strategy, including developing brand architecture, positioning, and tone-of-voice
- Update client databases and contact lists
- Support with additional marketing tasks, as needed
- Work in a maturing start-up environment with a close-knit team and our project partners on miscellaneous tasks, big or small, as they arise
- Independently solve problems

Requirements

- Excellent written and verbal communication skills with the ability to communicate effectively with co-workers, management, and clients
- Experience supporting marketing and communication initiatives; experience with social media platforms and MailChimp a plus
- Working towards a Marketing, Business, Communications, or Urban Planning degree
- Solutions-orientated with the ability to handle last-minute changes and/or shifting priorities

- Familiarity with Adobe Suite, especially Adobe InDesign and Acrobat
- Familiarity and/or willingness to learn about CRMs and business development practices; experience with Insightly a plus
- Ability to follow directions and adhere to procedures
- Experience in collaboration in a diverse and inclusive team
- Enrollment in a graduate or undergraduate program is required

Nice-to-Haves

- Familiarity with WIX, WordPress, or a similar CMS
- Familiarity with Mondays, Trello, or Smartsheets
- Familiarity with PowerPoint and/or Google slides
- Interest in SEO best practices
- Google Analytics experience is a plus
- Familiarity with urban planning / urban policy

Salary + Benefits

The salary range for a Marketing Intern is \$20-30/hour based on previous relevant experience and skills. Placement of a candidate within this salary band will be based on the competencies crucial to success in the role on rated proficiency for each area.

About Karp Strategies

Karp Strategies is an urban planning strategy consulting firm that builds stronger communities and thriving cities. We partner with our cross-sector clients to identify their unique needs and provide tailored solutions. We take analysis to action to allow our clients to make better decisions and build stronger communities, economies, and cities. We deeply value our holistic analytic methods and maintain strong core values around equity, access, and community engagement when working on planning and development projects.

We work on projects around the country, with projects currently underway or starting across the NYC region and increasingly nationwide. Our team works at the sweet spot where data, people, and place intersect. We strive to understand what drives change in places and how people, businesses, and institutions exist and can thrive within that change. We value and celebrate diversity and inclusion in our team. We share a commitment to social, racial, and economic justice.

Karp Strategies celebrated seven years in June 2022. Since inception, we've grown tremendously from one person to a team of 35. Current projects range from economic and community development planning initiatives to stakeholder analysis and engagement, from infrastructure feasibility and resiliency studies to real estate advisory. Karp Strategies is working with many of the industry's most dynamic partner firms and clients on pressing, timely challenges facing the country, region, and our city. As of February 2022, we are observing our hybrid protocols that require staff to be in the office 2-3 days.

Application Details

If these issues pique your interest, we'd love to hear from you. Please send a professional resume, letter of interest, and work samples (writing AND data/design) to jobs@karpstrategies.com. If you possess language skills beyond English, please share a demonstration of your capabilities. While doing all these tasks/project types previously is not a hiring requirement, having some experience is advantageous and expected. Interested candidates should demonstrate 1-2 years of education or work experience in a combination of the areas of responsibility described above. A Bachelor's degree, or current enrollment in a Bachelor's degree program, is required.

We encourage all who are interested to apply. We will be reviewing applications on a rolling basis.

This job description is for an at-will position that is non-exempt under the FLSA. Karp Strategies provides equal employment opportunities to all applicants for employment regardless of their age, race, creed, color, religion, national origin, alienage, citizenship, disability, sex, gender, sexual orientation, marital status, partnership status, military status, predisposing genetic characteristics, domestic violence status, sex offense of stalking victim status, or any other characteristics protected by federal, state or local laws.

**Must be currently enrolled in an undergraduate or graduate program*