

BEN FRANKLIN TECHNOLOGY PARTNERS OF NORTHEASTERN PA

MARKETING INTERNSHIP

FALL 2023 + SPRING 2024



COMPANY OVERVIEW

Ben Franklin Northeast is an economic development nonprofit. For 40 years, we've been building an ecosystem that fosters innovation and entrepreneurial success by providing investment capital and business support services to technology startups and established manufacturers.

INTERNSHIP OVERVIEW

Interns will be responsible for assisting across multiple areas including marketing, public relations, event coordination, and general administrative duties around the needs of the Marketing Department.

HOW TO APPLY

Email cover letter + resume to
Dannah Hartman at:
dhartman@nep.benfranklin.org

RESPONSIBILITIES

- Contribute to the creation of email campaigns, e-newsletters, social media content, Annual Report, and brochures
- Collaborate on comprehensive regional communications strategies
- Design and present new social media campaign ideas
- Monitor social media platforms for trending news, ideas, and feedback
- Assist with drafting press releases and pitches
- Help with the planning and hosting of Ben Franklin events
- Assist with promotional photoshoots and videoshoots
- Prepare presentations

SKILLS

The successful candidate will possess strong communication and interpersonal skills, attention to detail, creativity, and willingness to learn and work as a team member. Must have knowledge of social media platforms. Experience with Canva and Adobe Creative Suite is a plus.

HOURS + COMPENSATION

Interns are expected to commit 8-12 hours per week for 14 weeks throughout the semester. The schedule is flexible and hybrid, with a combination of in-person and remote work. The position is paid \$15/hour.