



# Marketing & Community Engagement Intern

## Position Overview

West Newton Borough is seeking a motivated and creative Marketing Intern to develop and implement a comprehensive marketing strategy promoting tourism, economic revitalization, community events, and resident engagement. The intern will work directly with Borough leadership and provide bi-weekly updates to Borough Council.

## Primary Responsibilities

- Develop a Borough Marketing Plan focused on tourism, Main Street revitalization, business attraction & retention, and community engagement.
- Identify target audiences and benchmark comparable river towns.
- Launch and manage coordinated social media content across Facebook, Instagram, and related platforms.
- Promote Borough events, festivals, and volunteer opportunities.
- Track engagement analytics and provide performance insights.
- Present final marketing plan and recommendations to Borough Council.

## Preferred Qualifications

- Undergraduate or graduate student in Marketing, Business, Communications, Public Relations, or Economic Development.
- Strong writing and communication skills.
- Experience with Canva and social media platforms.
- Self-motivated, organized, and interested in small-town revitalization.

## Schedule & Structure

Flexible schedule (approximately 10 hours per week). Hybrid/remote with occasional in-person meetings in West Newton. Internship duration: Summer or Semester-based (up to 16 weeks).

## What You'll Gain

- Real-world municipal marketing experience.

- Portfolio-worthy projects.
- Direct interaction with elected officials.
- Exposure to economic development strategy.
- Professional presentation experience.

## To Apply

Please submit your resume and a brief statement of interest (1 page maximum).