



Marketing and Social Media Internship: Summer 2024 Leavenworth Main Street Program

The Leavenworth Main Street Program, established in 1995, is a non-profit organization dedicated to sustaining the economic vitality of downtown Leavenworth through historic preservation and revitalization. Located in the historic first city of Kansas, our program prioritizes economic health, historic preservation, and the rejuvenation of vital downtown corridors.

Internship Overview:

As a Marketing and Social Media Intern, you'll engage in impactful activities that contribute to our mission. Join us in promoting the unique charm of our community while supporting small businesses and fostering economic development.

Key Responsibilities:

- Strategic Content Creation:
 - Curate and craft engaging content for various social media platforms.
 - Emphasize storytelling, highlight local businesses, and foster community pride.
 - Empower investor members by showcasing their contributions and success stories, reinforcing their online presence.
- Targeted Marketing for Investor Benefits:
 - Communicate the advantages of investing in Leavenworth Main Street via social media channels.
 - Focus on community impact, increased visibility, and networking opportunities.
- New Investor Engagement:
 - Engage potential new investors through targeted campaigns.
 - Showcase success stories of existing investors and their positive district impact.
- Sponsorship Activation:
 - Collaborate with sponsors to fulfill benefits through social media exposure.
 - Create branded posts, shout-outs, and behind-the-scenes content.



- **Event Awareness and Attendance Boost:**

- Promote key events such as “Alive After 5” and the “Summer Concert Series.”
- Utilize event pages, countdowns, and interactive content to engage the community.

- **Social Media and AI Training for Investor Members:**

- Develop training sessions covering social media best practices, analytics, and AI-driven content creation.
- Empower investor members to maximize their online presence.

Additional Internship Details:

Duration: June 1, 2024, to August 2, 2024.

Eligibility: Consideration based on experience.

Weekly Time Commitment: Approximately 10 to 15 hours per week (in-office and remote assignments).

Compensation: Hired interns will receive a financial stipend, monthly Main Street Bucks allocation, and competitive non-monetary perks, including a flexible schedule, hybrid remote work options, and training opportunities. College credit will be awarded where applicable.

Application: Interested candidates apply via email to office@leavenworthmainstreet.com.

Deadline - May 17, 2024