

Community Internship Collaboration

Fall 2017

Internship Posting

Organization name	Los Alamos County Economic Development Division/Marketing
Mentor/Contact name	Kelly Stewart, Marketing Specialist
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E-mail address	Kelly.stewart@lacnm.us
Organization website	losalamosnm.us
Describe your organization	The marketing arm of Los Alamos County's Economic Development Division manages projects and contracts to develop and implement branding, tourism, MainStreet, Creative District and economic development and film marketing campaigns to attract new visitors, residents, businesses and the film industry to Los Alamos County.
Internship title	Marketing Coordinator
Specific days/hours (if applicable)	To be determined.
What will the student learn from the internship?	Professional communication skills via phone, e-mail and in person at meetings; research; persuasive and promotional writing; coordination of website, web page and digital app development; performance metrics development/analysis and reporting.
What does your business need that a student intern can impact?	A person with the skill listed below that is dedicated to getting the Los Alamos Film Office information and marketing website, app and materials up and running.
What project(s) will the intern work on?	The Los Alamos Film Office website, digital app, County web page and related informational and marketing materials.
What skills are required for this internship?	Above all, a positive, can-do attitude, attention to detail; a strong work ethic and accountability; the willingness to jump out of your comfort zone and try something and possibly not get it right the first time—and then try again; the willingness to ask questions, clarify, check in after starting; basic writing skills; design skills, a plus, but not necessary; an interest in how marketing impacts people; an appreciation for film.
What final deliverables will the student produce?	Los Alamos Film Office website or page that is attractive, incorporates the new County brand, provides information to the film industry (location scouts/managers) as well as the community (film location process) and film tourists (inside and outside of the community); as well as resolution regarding the launch (or not) of a companion digital app.
How would you describe the primary purpose of this project?	Marketing/Communication

Any additional information you would like to share?	A NOTE TO THE PROSPECTIVE INTERN: The person who has a strong work ethic and genuinely wants to explore the fields of marketing and communications, and film logistics and/or promotion will learn by doing. Whenever possible, you will “shadow” me and learn directly from me. I will give you examples of specific deliverables, but will also ask that you research new ideas or examples. You and I will abide by the terms of the County’s volunteer policy. You will be providing a valuable service in an area that I have not been able to fully address. We will work hard at times, but we will have FUN.
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