

With plans to bolster the local economy, as well as highlight the talents of young adults, the Washington County HomeTown Competiveness (WCHTC) organization is seeking college interns for the 2012 summer. Interns must be Washington County residents and are required to be a full-time college student enrolling in the 2012 fall semester. The position will be up to 40 hours a week, with a pay range of \$10 to \$14 per hour depending on the applicants experience and qualifications. There will be some flexibility regarding the actual dates of employment for the internship, but the dates for employment must fall between May 15th and September 15th of 2012.

Interns will work as a team to market Washington County local attractions via online marketing, promotional videos and other supportive marketing tools as needed. The intern team will work collaboratively to create a variety of marketing products to promote non-profit organizations, local tourism and economic development. Projects that are currently being considered for the program are as follows:

Facilitate workshops designed to train people on how to use social media for local businesses and non-profits covering such topics as but not limited to: YouTube, Facebook, Twitter and text advertising.

Create a video production(s) highlighting Washington County non-profits.

Create a video production(s) highlighting a natural or historical beauty of Washington County.

Create a video production showcasing county resources that support economic development in Washington County.

Interns should possess strong communication skills, enjoy working in a team atmosphere, be self-motivated and be able to organize and prioritize responsibilities. Specific skills which are sought are outlined as follows:

Script writing and development of marketing videos and public service announcements (PSAs).

Project management.

Research and marketing.

Develop content and facilitate workshops on how to utilize social media tools to grow your business or strengthen your non-profit.

Video production and editing –Particularly experience working with Movie Maker, IMAC, Final Cut Pro or other video production software.

Technology integration—Experience working with graphic design software, such as inDesign, Publisher or Photoshop also proficient in Microsoft Word, Excel and PowerPoint.

The WCHTC team would like to send a big thank you to the Washington County Community Foundation and Urban Enterprise Zone for their financial support which made this program possible. A thank you also goes out to Blue River Services for agreeing to serve as the employer of the interns.

Beth Armstrong, Youth First Director and WCHTC team member, will serve as the supervisor of the interns over the course of the summer and will coordinate the application process.

Interested applicants should submit a cover letter, resume and contact information for three references to the following address by Friday, April 13th: Youth First of Washington County 1709 N. Shelby St. Salem, IN 47167. At least 2 references should be able to speak directly to your work or professional experience. To download a complete internship description visit www.youthfirstwc.org. Questions regarding the internship or application process should be referred to: Beth Armstrong at 883-5565 or beth@wcfymca.org.

