



## Marketing Intern Job Description

Hoboken Business Alliance

Hoboken, New Jersey

Spring Intern – 20 hrs/week, \$20

### The Organization

The Hoboken Business Alliance (HBA), a Special Improvement District (SID) created by the Hoboken City Council in 2020, is a driving force committed to strengthening Hoboken's business landscape and enhancing the local economy through collaborative alliances. The HBA provides supplemental sanitation services, beautification programs, marketing, a host of community events and activations, as well as business and economic development support. It invests in Hoboken as a place where everyone can shop, dine, play, and stay.

### The Role

The Hoboken Business Alliance seeks an undergraduate or graduate student intern to work on marketing and business outreach projects. You will have the opportunity to gain hands-on work experience by participating in significant work projects that help you learn, develop business skills, and provide a meaningful contribution to the HBA's business goals. Projects include:

### Marketing

- Assist with drafting HBA Monthly Newsletter outlines in MailChimp.
- Confirm businesses for monthly photography sessions with our contracted photographer via businesses' DM, email, and/or phone call.
- Participate in early-stage new content ideation, business research and/or outreach.
- Bolster the marketing department's ability to meet content and strategy demand by capturing photos and video for social media content, including opportunities for live event coverage.
- Confirm vendors for content capturing and/or videography.
- Assist with organizing the HBA Photo Library to provide additional services to businesses.

### Business Outreach

- Connect with local businesses in person and digitally to obtain email and text contact information for business owners or decision-making managers.
- Walk the district weekly to track new vacancies and new business openings.
- Assist with the development of an internal CRM system.

### Qualifications

- The ideal candidate is currently enrolled or recently graduated from an undergraduate or graduate program in marketing, business, urban planning, or public administration.
- A demonstrated interest in the understanding of business development, social media marketing, and small business services
- Must be detail-oriented and deadline-driven, with strong organizational and time management skills.
- Excellent communication skills (written, verbal, and visual).
- Experience in Canva, Adobe Illustrator, or Flocksy a plus
- Located in or near Hoboken, which is a plus.

### Benefits and Compensation

This is an onsite, 3-month paid internship for up to 20-hours per week with a flexible start and end date. The compensation is \$20 an hour. This role does not qualify for employee benefits.

Location: The company's primary office is located at 70 Hudson Street Suite 6C, Hoboken NJ

### How to Apply

Please send a resume and cover letter with the subject line "Marketing & Business Services Intern" to [Marketing@hobokenbusinessalliance.com](mailto:Marketing@hobokenbusinessalliance.com). Applications will be considered on a rolling basis.

The HBA firmly supports the principle and philosophy of equal opportunity for all individuals, regardless of race, religion, sex, age, sexual orientation, national origin, or disability.

February 2025