

Napa-Sonoma SBDC

INTERN DESCRIPTION:

The Napa-Sonoma SBDC is hosted by Napa Valley College with offices in located Napa and Santa Rosa. Industries of focus: hospitality, food, wineries and breweries.

Communications Coordinator to support department communication and digital marketing efforts including creating marketing announcements, promoting events and workshops, and assisting with social media postings. Reports to Napa-Sonoma SBDC Business Services Director.

LOCATION: 141 Stony Circle, Ste. 110, Santa Rosa, CA

RESPONSIBILITIES

- Supports Napa-Sonoma SBDC marketing efforts by designing, compiling and formatting marketing materials
- Assists with the management and posting of SBDC on Social Media platforms, including Facebook, Twitter and Instagram
- Supports production of marketing materials for publications and presentations
- Provides media (newspapers, radio, web sites, etc.) with notices of upcoming workshops, newsworthy events and advertising
- Assists with the updating and modifying of electronic marketing messages including the use of Constant Contact, and manages and updates email lists
- Staffing trade shows and promotional events, as needed
- Maintains digital and print marketing library; checks and replenishes inventory (flyers, brochures, pamphlets)

SKILLS/QUALIFICATIONS

- Proficient in Microsoft Office Suite, InDesign, Photoshop
- Proficient in Social Media marketing practices
- Experience in preparing emails, letters, documents, and reports
- Knowledge of media, including print media, electronic media, digital media
- Ability to communicate effectively orally and in writing
- Ability to follow oral and written directions
- Ability to prioritize tasks and meet deadlines
- Establish and maintain effective working relationships with management and public

DESIRABLE

- Experience in marketing and/or advertising
- Experience in Graphic Design
- Experience working with various Social Media platforms