

Invest Buffalo Niagara - Marketing & Communications Internship

Posted April 4, 2025 | Accepting resumes throughout April

Part-time | Paid minimum wage \$15.50 - \$20 depending on experience | 10-12 weeks | Target Start Date: May 27th

Invest Buffalo Niagara (InBN) is the region's nonprofit, privately funded economic development organization representing the eight counties of Western New York. InBN works to market the region for business attraction and, through our Be in Buffalo initiative, talent relocations.

We're looking for a creatively driven intern who shares a passion for Buffalo and is eager to gain hands-on experience in marketing and communications. If you enjoy crafting compelling content, engaging marketing materials, and leveraging data to optimize campaigns, this paid summer internship is for you!

As an intern, you will work closely with our Communications Manager and Brand & Creative Director, contributing to dynamic projects while gaining exposure to an in-house creative environment among a corporate setting.

This role requires adherence to a Non-Disclosure Agreement (NDA) since this role requires the handling of confidential company information including audience lists, and project data.

Qualifications

- Currently pursuing a degree in marketing, communications, or related fields (entering junior or senior year preferred)
- Proficiency in Microsoft Office and major social media platforms; experience with HubSpot is a plus
- Strong understanding of marketing fundamentals, best practices, and current trends
- Exceptional writing, organizational, and time management skills
- Detail-oriented with the ability to express creative ideas effectively
- Self-motivated with the ability to work independently and within a team
- Comfortable managing multiple tasks, shifting priorities, and meeting deadlines

Responsibilities

- Create content for BuffaloNiagara.org and BeinBuffalo.com
- Assist in social media strategy & execution across multiple platforms
- Develop and optimize email campaigns using analytics and persona research
- Participate in marketing and staff meetings to contribute ideas and strategies
- Other related tasks of need and interest

How to apply

Applicants must submit a cover letter and resume to gpokriki@buffaloniagara.org

We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.