

## City of Philadelphia, Department of Commerce – Communications Fellow

The Philadelphia Department of Commerce seeks a Fellow to assist the department over a four to six month period to support the Department's communication efforts to the business community. This opportunity is a paid position.

**Background:** Commerce is the umbrella organization for economic development activity in the city and leads efforts to develop business-friendly strategies to help both small businesses and major corporations in Philadelphia thrive.

With its wide range of responsibilities, it is important that the public, the businesses that the Department aims to serve, and others within the government are aware of the full extent of Commerce's role in the city's economy. In order to promote the work of the Department, and in turn increase the effect of our activities, Commerce has created a communications strategy.

This strategy aims to:

- Ensure that businesses and future business owners are familiar with the Department's services
- Be a source of information for the community
- Tell the story of Commerce
- Raise the profile of the City of Philadelphia nationally and internationally
- Educate Commerce staff on the importance of strategic communications
- Improve the internal logistics of Commerce communications

**Job Description:** The Communications Fellow will work to enact and build upon Commerce's Communications strategy, including tasks such as

- Manage Commerce's social media outreach efforts
- Research and write concise, plain language documents on specific topics
- Assist Commerce staff in the management of [www.phila.gov/commerce](http://www.phila.gov/commerce), [www.phila.gov/business](http://www.phila.gov/business), and [www.startupphl.com](http://www.startupphl.com)
- Research and write blog posts, press releases, and articles
- Compile and write e-newsletters for a variety of different audiences
- Create compelling guides, flyers, and presentations, for print and web
- Participate in strategy and planning of Commerce communications
- Other communications projects as needed by staff within Commerce

The ideal candidate will:

- Be a recent graduate or enrolled in a communications, graphic design, marketing, or related creative program
- Be available a minimum of 12 hours per week
- Have social media management experience in a professional or volunteer capacity

- Demonstrate proficiency in layout and design for print and web
- Demonstrate an ability to write concisely and layout documents that can be easily understood by a general audience
- Have experience managing WordPress websites (or similar content management systems), Constant Contact (or similar email marketing platform), and Hootsuite
- Proficiency with Prezi preferred
- Proficiency in HTML preferred
- Have a strong desire to work on a team that makes a difference to businesses in Philadelphia
- Be a problem solver, and have an ability to be creative; have demonstrable ingenuity
- Be able to work under deadlines, work independently, and juggle many projects at once, like waiting tables in a restaurant on fire...in an earthquake

**Contact:** Interested candidates should submit a cover letter and resume to Rebecca Lopez Kriss, Director, Marketing and Communication, via email to [rebecca.lopezkriss@phila.gov](mailto:rebecca.lopezkriss@phila.gov) no later than April 3, 2015.