

Shiawassee Economic Development Partnership (SEDP)

Duration: 10 weeks

Focus: Marketing, Workforce Development, Talent Pipeline

Internship Overview

SEDP is seeking a motivated intern to support workforce development efforts by helping increase the visibility of job opportunities in Shiawassee County. This internship focuses on building a **repeatable talent-marketing system** that promotes local employers, highlights open roles, and makes it easier for partners to share opportunities across the region.

The intern will work on real-world marketing projects that directly support employers and job seekers while creating tools and systems SEDP staff can continue using after the internship ends.

Internship Goal

Increase visibility of local job openings while creating a simple, measurable system for employers and partners to engage in SEDP's talent efforts.

What You'll Work On

Talent Marketing & Content Creation

- Help develop “Work Here” messaging that promotes working and living in Shiawassee County
- Create reusable social media templates (Facebook and LinkedIn)
- Write employer and job spotlights highlighting open roles
- Assist with newsletter blurbs and partner-ready content

Employer Engagement

- Help invite employers to submit job openings through a simple intake form
- Organize and track employer participation
- Support promotion of featured roles and employers

Partner Outreach

- Help build a list of community partners (schools, chambers, libraries, city pages, etc.)
- Assist with outreach emails and content-sharing coordination
- Track which partners share content and how often

Campaign Tracking & Reporting

- Maintain a basic tracking dashboard (posts published, partner shares, employer participation)
- Help document what content performs best and why

Key Deliverables

By the end of the internship, you will help create:

- **A Talent Marketing Toolkit** (messaging, templates, and guidelines)
- **A weekly job spotlight campaign** with a content calendar
- **An employer intake and tracking system**
- **A partner sharing plan** to extend reach
- A short summary of results and recommendations for the next 90 days

Weekly Structure (High-Level)

- **Weeks 1–2:** Learn SEDP's mission, confirm channels, build messaging and templates
- **Weeks 3–8:** Run the campaign, publish content, support employer and partner outreach
- **Weeks 9–10:** Analyze results, document systems, and present final recommendations

Skills You'll Gain

- Marketing strategy and content creation
- Employer and partner engagement
- Workforce development and economic development exposure
- Project management and reporting
- Real-world experience with measurable outcomes

Ideal Candidate

- Interest in marketing, communications, economic development, or workforce development
- Strong writing and organization skills
- Comfortable using social media platforms (especially Facebook and LinkedIn)
- Detail-oriented and able to track information accurately
- Familiarity with Canva, Google Forms, or spreadsheets is a plus

Why This Internship Matters

This role directly supports local businesses, job seekers, and regional talent attraction efforts. Your work will have a visible impact and leave behind tools and systems that continue to be used after the internship ends.