



Indiana Design Center™

2012 Spring Internship Program

About the Indiana Design Center:

The Indiana Design Center is a place where you can discover retail and trade showrooms, design professionals, artists and extensive resources for your home or commercial project. Showrooms carry the latest in interior design products and services represented by national brands and highly regarded Indiana companies.

PR/Marketing Internship Description:

The Marketing & PR intern will assist the marketing director in drafting press releases and pitching stories to the media, coordinating events, managing community partnerships (i.e. Carmel Arts & Design District and HCCVB) and social media relations. Event examples include professional workshops for designers, trade shows, consumer events and evening receptions.

Responsibilities:

- Assist in generating content for blog and social media platforms
- Draft and distribute press releases
- Manage IDC-TV video production projects
- Support events hosted at the IDC
- Conduct updates on IndianaDesignCenter.com
- Complete an assigned a capstone project that is concluded at the end of his or her term
- Assist in day-to-day management of IDC Concierge
- Provide IDC tours and member orientation

Ideal Candidate has:

- Excellent written and oral communication skills
- Event planning experience
- Served in leadership positions
- Knowledge of social media platforms and blogging software
- Experience with e-marketing software

The ideal candidates are enthusiastic multi-taskers, organized and detail-oriented; have strong communication skills, including good phone skills; are passionate about design; possess knowledge and experience with regard to each position.

