



SEAPORT VILLAGE
Academic Credit Only
Marketing/Social Media Intern
Marketing/Management
Undergraduate Students

Organization Background

Nestled along the Bay in Downtown San Diego, Seaport Village provides the region with specialty retail, fine dining and entertainment. The first shopping center to open in the area, Seaport has maintained 100% occupancy over its twenty-five year history. An estimated four million visitors enjoy Seaport every year, as it is conveniently located next to three major hotels and walking distance from the Convention Center, the cruise ship terminal, the Midway, Petco Park and the Gas Lamp District. The ever-growing residential community in Downtown, adds a new and exciting dimension for the Village.

Project Overview

SYNOPSIS OF DUTIES: Social Media and Content Gathering Projects

RESPONSIBILITIES:

- Research and gathering electronic media to include videos, photos, newsletters, and links to assist in marketing projects
- Editing and posting videos and web links to Facebook, YouTube, Flickr, and Twitter
- Writing and posting blogs
- Research and gather social networking information to connect with all platforms.
- Responds to comments on all platforms
- Research schools and gather information regarding holiday performances
- Research local condo contacts for local events
- Transfer Busker vote email for use
- Research “charity night” for food court tenants

Skills and Requirements

- Digital experience
- Interest and experience working with Social Media
- Word and Excel; intermediate user
- Strong familiarity with various social media sites
- Intermediate knowledge of word processing and spreadsheet software programs.
- Excellent oral and written communication skills
- Ability to effectively communicate with all levels of staff and the general public

To apply please send your resume to Megan Capizzi at mcapizzi@terramarcenters.com