

Economic Development

Telephone 209/385-4788

Fax 209/723-1780

## Internship Opportunity City of Merced Economic Development Office

## Individual or Group Project

Project: DOWNTOWN ADVERTISING AND MARKETING STUDY

Update and supplement the prior Downtown Advertising and Marketing Study prepared for Downtown Merced. Evaluate and provide recommendations concerning means of advertising and marketing including social media, web, video, newspapers, radio, and direct mail. Time permitting; study should include target customer analysis and survey of the businesses located within the Business Improvement District. Project would include the use of focus groups to identify best means and practices to draw awareness and customers to

Downtown Merced (Downtown Business Improvement Area).

Skills/ Interests Suitable for students in economics, geography, business, political science,

urban planning, and public policy-related areas. Must be computer-literate in Microsoft Office suite; anticipate that work will be done in Word, Publisher, Adobe equivalent software. Desktop publishing and Adobe Photoshop a plus.

Workplace/

Supervision: Position is located in the Office of Economic Development, Merced Civic

Center, 678 West 18<sup>th</sup> Street in downtown Merced. Desk, computer and other necessary equipment are provided. Work may also be performed outside the Economic Development office environment, as arranged with supervisor.

Hours: Expect about 8 hours per week for approximately 12 weeks. Schedule is

flexible and can be adapted to the academic schedule. Due to project size, could be combined with another project to create a semester-long internship.

Compensation: May be arranged for University credit as appropriate.

Application: City Application is required – www.cityofmerced.org

Contact: Suzanne Fierro Frank Quintero

Personnel Technician II Director of Economic Development

209-385-6837 209-385-6827

fierros@cityofmerced.org quinterof@cityofmerced.org