



# Fall 2015 Student Internship

## JOB DESCRIPTION for

### **COMMUNICATIONS INTERN**

**CONTACT:**

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HQ Greensboro is seeking student interns for Fall semester 2015. These individuals will assist in coordinating events at HQ Greensboro, an 11,000 square foot shared workspace for entrepreneurs located on Lewis Street in downtown Greensboro.

This internship provides the opportunity to work first-hand with a small team on an exciting new venture. Hours are flexible, however, expectations will be high. The ideal candidate has excellent interpersonal and communication skills, a high degree of proficiency with online marketing tools, ability to multi-task, and a strong work ethic.

Interns should preferably major in Communications, Marketing, Journalism or Design. We are looking for someone who is creative, driven, self-motivated and has strong writing skills. Video, photography and design skills are a plus!

### **Primary Responsibilities**

- Assist in the development of marketing materials
  - Brochures
  - Online information
- Write press releases and create promotional materials for events, programming and company highlights
- Help manage and regularly update HQ social media platforms (Facebook, twitter, LinkedIn)
- Write blog articles for the HQ Greensboro website, and contribute to the HQ Newsletter
- Conduct interviews with local entrepreneurs
- Develop a publicity report system for tracking member media coverage
- Dedicate 5 working hours per week to the front desk

**Interns receive complimentary 3 months co-working membership at HQ Greensboro after satisfactory completion of their internship.**

### **HQ Greensboro: 111 West Lewis Street**

111 West Lewis Street retains much of the character of its original 1898 stable and carriage house structure, featuring exposed brick walls, original wood, and support beams. This flexible space includes:

- more than 20 private offices of varying sizes,
- 3-4 meeting and conference rooms,
- 2 outside patios,
- cafe space with a full-service kitchen and bar,
- co-working space with desks, and
- collaborative “soft space” with sofas, chairs, tables.

As a shared workspace for entrepreneurs, HQ Greensboro will address two challenges that entrepreneurs face: building a trusted support community and gaining access to flexible office space.

HQ Greensboro plans a tie-in with the adjacent makerspace property The Forge, potentially co-hosting events and classes and sharing membership benefits.