



## Cherry Creek North Business Improvement District

### *Marketing Intern*

#### Who We Are

**About CCN:** CCN is known nationally as a premier retail, dining, and mixed use area located just 5 minutes from downtown Denver. The over 320 retailers that make up the neighborhood are independents to internationals, featuring a broad range of unique fashion/jewelry, home furnishing stores, spas/salons, art galleries and restaurants. In addition to retail businesses, the District is also a national and regional office center, home to two hotels, and has a growing number of residents. In combination with the Cherry Creek Shopping Center, CCN is the number one visitor destination in Colorado according to the Longwoods Study conducted for Visit Denver Inc.

**About the BID:** The Cherry Creek North (CCN) Business Improvement District (BID) was established in 1988 as the first business improvement district in Colorado. The BID is a governmental special district chartered by State Statute. The District provides essential services that support property owners, merchants, and other users of the district that would otherwise not be available. These services supplement those provided by the City and County of Denver. The BID is governed by a twelve (12) member board of directors that is appointed by the Mayor of Denver, approved by the Denver City Council, and serve at the pleasure of the Mayor and Council. The District employs six full-time program staff, three full-time maintenance staff, as well as a handful of part-time employees and contractors. The District encompasses a sixteen block (27 acres) area, bounded by 1st and 3rd Avenues and University and Steele Streets. The BID has taxing authority and certifies a mil levy each year, which is applied to the value of the properties in CCN. Property taxes from CCN property owners are the primary source of financial support. Based upon annual revenues, the CCN BID is the second largest in Colorado.

#### Position Summary

The CCN internship is for a college undergraduate student (preferably a senior) at a nearby college such as DU, CU Denver or Johnson & Wales working toward a bachelor degree in business with an emphasis in marketing. This is an unpaid internship; however the BID is willing to work with the student/school to assist the student in obtaining course credit. The intern will work closely with the Marketing Coordinator and Director as well as other departments within the organization on various marketing initiatives, events and support efforts. The internship runs from April 2010 through December 2010 with the opportunity to stay on board through the Winter/Spring semester in 2011. The weekly work commitment would consist of approximately 16-24 hours/week during summer; 12-20 hours/week during school year (weekly time commitment flexible based on school schedule).

#### Primary Responsibilities

- Supports the Marketing Department; reports to the Marketing Coordinator
- Performs support duties including research projects, meeting preparation and meeting minutes
- Assists in the upkeep of merchant contact lists (for directory and website)
- Organizes and tracks press clippings and VMS coverage results
- Helps identify topics and useful information for social media outlets (Twitter/Facebook), website, and e-newsletters
- Delivers directories throughout CCN neighborhood as well as fulfills requests for re-stock with DIA, hotels, DMCVB, etc
- Helps provide advertising agency, media planner and web site coordinator with requests for CCN assets and information (i.e. logos, photography, creative, copy)
- Administrative help such as mailings, goodie bags, and more
- Willingness to work during occasional events (e.g. Cherry Creek Arts Festival, holiday activities, etc)
- Comfortable in reaching out to merchants, media contacts and other partners

### Job Requirements

- Demonstrates knowledge and enthusiasm for Cherry Creek North businesses, customers and partners
- Desires to develop an understanding of various marketing disciplines and their role in the overall Cherry Creek North marketing strategy (alongside his/her school studies)
- Energetic, outgoing, willing to learn, passion for marketing and excited to learn and interact with different marketing roles/partners (agencies, media planners, PR, web, merchants, etc)
- Must own a personal laptop that you can bring to the internship and use every day
- Proven competency in written and verbal communication skills
- Strong organizational skills – execution to measurement with an attention to detail
- Ability to work with others and independently
- Ability to multi-task, self-organize and manage time effectively
- Competency in MS Office package (Word, PowerPoint, Excel)

### How to apply?

If you think you have what it takes to succeed in our fast-paced, dynamic environment, please send your cover letter and resume to [kristi@cherrycreeknorth.com](mailto:kristi@cherrycreeknorth.com). Application window starts March 1st and closes March 19th. No phone calls, please.