



NCEast Alliance
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NCEast Alliance PR/Journalism Internship

The NCEast Alliance is a regional, private, not-for-profit, economic development agency serving more than 1.3 million residents within several small metropolitan and micropolitan areas from the fringe of the Research Triangle to the Atlantic Coast.

The Alliance's core activities include: 1) marketing/business attraction; 2) support for workforce development and STEM education; and 3) advocacy.

More specifically, the Alliance is involved in:

- Identifying economic development opportunities having immediate and/or transformational impact on the region's economy.
- Building regional capacity to support economic growth and wealth creation.
- Identifying and addressing barriers to economic growth.
- Generating regional strategies through collaboration to develop and implement plans for economic growth, job creation and investment
- Serving as the primary source and gatherer of economic development data and expertise related to the region.

Activities in which a PR/Journalism intern would be involved:

- Cull and repurpose news stories related to economic development and tourism occurring around the region into original content relating to NCEA's mission.
- Assist with website review, identifying areas that need updating, and conducting research for content as needed.
- Assist with drafting editorial and promotional content e.g. press releases, editorials, email marketing, website and social media posts.
- Assist with video production: script writing, lighting, conducting interviews, filming and editing
- Assist with exploration of media opportunities and new media outlets
- Assist with the development and implementation of marketing campaigns related to the NCEast Alliance and its subsidiaries.

This position will be primarily supervised by the Vice President and Director of Marketing & Communications but will also be involved in activities associated with the President and Sr. VP of the Alliance as well as our partners.