

# Job Description



**Job Title:** Public Affairs & Marketing Intern      **Reporting To:** Marketing Manager  
**Job Function:** Public Affairs & Marketing      **Job Location:** Cleveland, Ohio

## **Summary:**

GBX Group is seeking a highly motivated, creative, and detail-oriented individual for a Public Affairs and Marketing Internship during Fall 2025. As a Public Affairs and Marketing intern, they will play a critical support role in advancing the company's media, marketing, and communications efforts. He or she will also possess an interest in learning and understanding more about historic real estate, investments, tax incentives and a growth-oriented business model.

GBX Group is an innovative, entrepreneurial organization. Working with our investors, we are dedicated to the revitalization of historic real estate properties in some of the greatest cities in the US. Our culture is unique and very important to us. We challenge one another, work hard and truly enjoy how our work makes a difference to people in the communities we serve. We are looking for someone who is smart, driven and passionate about being part of a team that makes a real impact to join GBX as our Public Affairs and Marketing Intern.

## **Essential Duties and Responsibilities:**

### **Public Affairs & Communications**

- Assist in drafting press releases, media advisories, and pitch materials that generate earned media coverage and raise awareness of GBX projects, initiatives, and corporate priorities.
- Support planning and logistics for media events, ribbon-cuttings, and community engagement opportunities.
- Help manage and update content on the GBXGroup.com website and assist with tracking web performance metrics.
- Contribute to the development and scheduling of social media content that aligns with GBX's brand and provides a drumbeat of stories about our mission and projects, furthering corporate objectives.
- Facilitate events, tours, and educational opportunities with government officials, stakeholders, non-profits, and project partners that further GBX's public affairs objectives.

### **Marketing & Content Creation**

- Aid in creating marketing materials including print materials, digital content, video assets, social media graphics, presentations, and more.
- Capture, organize and edit photography and video content of GBX projects, team members, and events, and produce high-quality final products that assist with storytelling.
- Assist in content development for internal and external communication efforts such as investor updates, presentations, and case studies.
- Work with external vendors or contractors on design, photography, or video projects, as needed.

### **Operations & Brand Support**

- Maintain an organized archive of marketing assets including photography, press coverage, design files, and collateral.
- Support tracking of campaign analytics and marketing KPIs.
- Assist in researching awards and recognition opportunities and drafting application materials.
- Provide general support to the Public Affairs & Marketing team on day-to-day projects and priorities.
- Upload photography to internal Image Bank as needed.

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## **Education / Experience:**

- Current undergraduate (junior/senior) or graduate student pursuing a degree in Communications, Marketing, Public Relations, Journalism, or a related field.
- Experience or coursework in digital communications, marketing, or journalism.

## **Knowledge Skills & Abilities:**

Knowledge, skills and abilities listed below are the requirements needed to be proficient in the job.

- Demonstrates behaviors consistent with the Company's Core Values.
- Passion for public storytelling, real estate, community development, or nonprofit work.
- Excellent written and verbal communication skills.
- Be assertive, creative and adaptable to changing conditions.
- Strong interpersonal skills; Work well with individuals at all levels of an organization.
- Self-starter who is organized, adaptable, and comfortable working on multiple projects at once.
- Exercises sound judgement.
- Meet deadlines.

## **Computer Skills:**

- Proficiency with Microsoft Office software (Teams, Word, PowerPoint, Excel, Outlook).
- Familiarity with social media platforms (Instagram, LinkedIn, Facebook, X).
- Working knowledge of Adobe Creative Suite (InDesign, Photoshop, Premiere Pro) is a plus.
- Experience with Canva, video editing tools, or web content management systems is a plus.
- Basic photography skills and video editing and production capabilities preferred.
- Ability to quickly learn and navigate different Zoho, and real estate (Rabbit and PAM) platforms.
- Ability to learn new proprietary software.

## **Compensation:**

*\$20.55 per hour and or school credit.*

## **Hours:**

*Part-time, 20-30 hours/week or full-time 30+ hours/week.*

## **AAP/EEO Statement:**

GBX provides equal employment opportunity to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law. GBX hires and promotes individuals solely on the basis of their qualifications for the job to be filled.

**The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions and perform any other related duties as assigned by their supervisor.**