Join the GCEDC/GGLDC Team and advance your skills in business, marketing and community development.

Host: Genesee County Economic Development Center (GCEDC)/Genesee Gateway Local Development Corporation (GGLDC)

Host Overview: See www.gcedc.com

The GCEDC, formerly known as the Genesee County Industrial Development Agency, a public benefit corporation, was formed in 1970 under Section 18-A of New York State’s General Municipal Law. It is the county’s primary designated agency for the promotion of economic development and economic growth. The Genesee Gateway Local Development Corporation (GGLDC), an affiliated real estate company of the GCEDC, is a 501(c)(3) not for profit corporation. The GGLDC assists local economic development efforts by making real estate investments to bolster shovel-ready tech and industrial park development. Both agencies work to achieve continued economic development in the region and promote a sustainable long-term economy.

Position Name/Job Title:
Marketing, Communications, and Sales Associate Intern

Position Context:
The Marketing, Communication, and Sales Associate Intern will work with the Director of Marketing and VP of Business Development to advance the company’s overall mission of fostering increased economic activity for our community by providing a high quality of life for our residents and their families. The GCEDC and our staff enable this by marketing our community to businesses, facilitating business capital investment, and working to ensure that quality jobs in our county are retained and created.

Position Description:
The responsibilities of the Marketing, Communication and Sales Associate Intern will involve assisting the Marketing Director with many of the tasks below. Economic development is a fluid industry and priorities are continually changing. If you like a challenge and are deadline oriented this would be a good internship for you.

1. Marketing and Communication- ordering press releases, learning the public relations plan and contributing ideas, helping with media relations, assisting with event planning, collateral development and review. Other tasks will involve social media updates and helping to maintain the website as needed and helping to write the monthly newsletter.

2. Understand and Promote the GCEDC’s Strategy for Growth- The GCEDC’s strategic growth plan centers around three key industries: life sciences, agri-business, and advanced nano-tech enabled (high-tech/clean-tech) manufacturing. Each of these industries requires
special sales and marketing approaches to achieve success in fostering growth in local business and attracting new business to the area. Understanding these industries is a key to helping our organization to be successful in attracting these types of companies.

(3) **Government and Community Relations**- maintain active communications and relationships with local, county, state and federal government officials and their offices. This includes emails, phone calls, awareness meetings, etc.

(4) **Community / Partnership Development**- work and support (under the direction of the Marketing Director, other local economic development partners, workforce development coordinators, local companies, local universities and community colleges) an atmosphere where business can succeed, expand, and receive the services/assistance they need.

(5) **Other**- attends events as needed, participate in sales meetings and help the VP of Business Development with presentations and materials. Tour companies, facilities, and business parks with the VP of Business Development and Marketing Director. Learn, understand, and deploy Technology Based Economic Development (TBED) while working on projects and making decisions.

**Basic Qualifications and Preferred Experience:**
Basic skills include the ability to utilize all Microsoft Suite software (power point, word, excel, publisher, etc.), the ability to work independently on tasks and with a group, ability to engage with community partners at all levels of government and business. Marketing, business, public relations, or other related field experience is a preferred.

**Work Schedule:**
The work schedule of the Marketing, Communication, and Sales Associate Intern will be flexible according to their specific needs. Our hours of operation are 8:30am-5pm with occasional night hours and meetings that can be attended if extra hours are needed or the event is of interest. Monday morning staff meetings at 9am are a must. The GCEDC will depend on the Associate Intern to keep their time sheets and the Director of Marketing will sign off on hours worked weekly or bi-weekly.

**Expected Outcomes (for intern):**
(1) Participating with GCEDC’s staff the Marketing, Communications, and Sales Associate Intern will gain a better understanding of the importance of economic development within the community.
(2) A greater understanding of the dynamic role an economic development organization can play in a community: encouraging workforce and college programs to support targeted industries, supporting business with resources or referrals, and undertaking business attraction to boost the economic viability of the community.
(3) A broader understanding of the GCEDC’s three key industries (Agri-Business, Life Sciences/ Medical Device, and Advanced/ Nano Manufacturing).
(4) An understanding of the diversity of business that exist in Genesee County and the region, and how they are interconnected and dependent on each other’s performance.
(5) The importance of shovel ready sites for company attraction.
(6) General understanding of marketing principals that can cross into any industry.

**Location of the Assignment:** The Dr. Bruce A. Holm Upstate MedTech Centre, 99 MedTech Dr., Suite 106, Batavia, NY 14020