

HILLCREST

BUSINESS ASSOCIATION

Description of Organization:

The Hillcrest Business Association was established in 1921, making it the oldest business association in San Diego.

The HBA works to enhance the Hillcrest business district. This is achieved through marketing programs, civic beautification projects, commercial recruitment, and parking and transportation improvements. The HBA is one of 17 business districts in San Diego, each with similar goals to support and develop their communities.

The HBA represents over 1,300 businesses acting as a liaison between the business community and the city, and encourages economic development for the Hillcrest area through events and promotions. The Business Association also employs private security patrols in the core of our neighborhood, maintains cleanliness on the streets and keeps the Hillcrest Sign shining bright.

MARKETING AND EVENTS INTERN

Description of Internship:

The Hillcrest Business Association seeks an intern to assist with marketing and events. The internship will focus on assisting the Marketing Director in the management of online and direct marketing to customers and members, as well as working on the production of special events and the weekly Hillcrest Farmers Market. This internship is part-time and paid and will start early February 2015 and run through late May 2015.

Specific duties include:

- Assisting in the organization and facilitation of special events/activities, marketing, and promotions for the Hillcrest Farmers Market.
- Committing to work at least 15 hours a week in the HBA office.
- Assisting in managing the organization's several social networking sites and web sites.
- Assisting with the production of special events, including Fat Tuesday, Movie Night, Taste of Hillcrest, Pride of Hillcrest Block Party, and business mixers.
- Assisting in the development of online and print newsletters for the organization.
- Assisting in the production and facilitation of projects proposed by the Hillcrest Marketing Committee.
- Assisting in additional marketing responsibilities at the request of the Marketing Director.

Please send a cover letter and resume to Megan Gamwell by e-mail at Megan@hillcrestbia.org

The logo for Hillcrest Business Association features the word "HILLCREST" in large, bold, white, 3D-style capital letters with a blue shadow effect, set against a red, rounded rectangular background with a white border. Below this, the words "BUSINESS ASSOCIATION" are written in a smaller, bold, black, sans-serif font.

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Skills Required:

- Ability to work a minimum 15 hours a week in the HBA Office
- Detail-oriented, organized, self-motivated
- Open-minded and must possess the ability to work with diverse groups of individuals
- Working knowledge of Microsoft Office programs and computers
- Experience with social networking
- Creative mind, enthusiastic and energetic attitude
- A passion for the neighborhood of Hillcrest

Skills Highly Preferred:

- Working knowledge of CSS and HTML and WordPress
- Working knowledge of Adobe Creative Suite, especially Photoshop, Indesign and Illustrator
- Digital photography and video editing experience