

Gardiner is a small, central Maine city with a historic waterfront downtown surrounded by a large rural community. Gardiner also boasts several walking trails, historic neighborhoods, and a new waterfront recreational park and marina situated on the Kennebec River. Gardiner is located within Augusta, Maine's Capital business region and is home to 5,800 residents, countless small businesses and non-profit organizations, and the Libby Hill Business Park.

Gardiner seeks a part-time Intern to work in the Department of Economic and Community Development which provides municipal planning functions; land use planning; staffing and providing technical assistance to pertinent City committees; researching, analyzing data, and administering land use and planning related projects; maintaining accurate records; and public contact. Work is performed under the general supervision of the Director with some independence of action.

The internship will focus largely on business intelligence and social media to support marketing and advertising efforts at the Libby Hill Business Park: [www.libbyhillbusinesspark.com](http://www.libbyhillbusinesspark.com)

Company/organization name: City of Gardiner, Maine

Site Mentor's Name: Nate Rudy

Mentor's Job Title: Director of Economic and Community Development

Mailing Address:: 6 Church Street, Gardiner, ME 04345

Telephone Number: 207 582 6888

Fax Number: 207 582 6895

E-mail Address: [econdev@gardinermaine.com](mailto:econdev@gardinermaine.com)

Pay Rate: \$10 / hour for 150 hours

Student Intern Job Title: Business Development Associate

Start/end dates & hours per week: January, 2011 to April/May, 2011

Registering for internship seminar: Spring 2012

Credits (if applicable): 3 credits (minimum of 150 hours) up to 6 credits (300 hours) depending on qualifications and capacity.

**Qualified applicants from any discipline who have an interest in global affairs, business, culture and / or design are encouraged to apply.**

**Please send cover letter and transcript. Resume and a writing sample are optional but desirable.**

**Position includes access to netbook with remote desktop connection. A portion of the work can be performed remotely provided applicant can demonstrate strong telework skills.**

### **Learning Objectives**

1. To assist Director of Economic and Community Development with maintaining the City of Gardiner's social media presence, including:
  - a. Administering and posting regular messages and polls to the Gardiner, Maine FaceBook community page
  - b. Generating blog content and adding press releases and links to on-line articles for the Libby Hill Business Park website
  - c. Administering and posting regular messages to the Libby Hill Business Park LinkedIn page
  - d. Creating and distributing targeted marketing appeals to contacts who make or assist with site-selection decisions
  - e. Monitoring Google Analytics, generating executive summaries of trends, and recommending strategies for future marketing appeals and website additions.
2. To develop business intelligence by reading print and online publications, regional and national, and developing a weekly report of trends and news in target markets.
3. To generate targeted mail and e-mail lists, create e-mail contact cards in Microsoft Outlook.
4. To assist in the Planning and Development office with data collection, analysis, and reporting on tasks and assignments as needed to support business development efforts in Gardiner's Main Street district, grant stewardship, and to assist staff with City committees and task forces.
5. To assist Director with writing and distributing press releases related to Gardiner's economic and community development efforts.

Nate Rudy  
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