Creative Marketing & Content Internship

Main Street Hanover | Hanover, PA
Position: Creative Marketing & Content Intern
Type: Part-Time Internship | Flexible Hours
Duration: Fall Semester (August–December) or Spring Semester (January–May), with potential for extension
Pay: Unpaid; eligible for academic credit or volunteer/service-learning hours

About Main Street Hanover

Main Street Hanover is a community-focused nonprofit dedicated to creating a vibrant, welcoming, and economically strong downtown Hanover. Through events, marketing, business support, placemaking, and revitalization initiatives, we work alongside local businesses, community leaders, artists, residents, and visitors to tell Hanover's story and encourage people to experience everything downtown has to offer.

About the Internship

Main Street Hanover is looking for a **creative, outgoing, and visually minded intern** to help us capture and share the people, businesses, events, and personality that make downtown Hanover unique.

This is a hands-on opportunity for a student interested in **photography, videography, graphic design, social media, digital marketing, communications, advertising, or the arts** to build a real-world portfolio while working with local businesses and community organizations.

You won't just be sitting behind a desk. You'll be out in downtown Hanover **capturing content, attending events, meeting business owners, creating social media content, and helping tell the story of our community.**

What You'll Do

Photography & Videography

- Capture high-quality photos and video of downtown businesses, events, community activities, and people
- Create short-form video content for TikTok, Instagram Reels, Facebook, and other platforms
- Assist with mini photo/video shoots for downtown businesses
- Capture behind-the-scenes, day-in-the-life, event, and promotional content
- Photograph products, storefronts, interiors, events, and community activities
- Help organize and maintain Main Street Hanover's digital photo and video library
- Experiment with creative ways to visually showcase downtown Hanover

Experience with a DSLR or mirrorless camera is strongly preferred, but not required. Smartphone photography and videography skills are also valuable.

Video Editing & Social Media

- Brainstorm and develop TikTok and Reels concepts
- Film and edit short-form videos
- Add captions, music, graphics, transitions, and other creative elements
- Help develop engaging and trend-aware social media content
- Assist with maintaining a social media content calendar
- Repurpose photos and video into multiple pieces of content
- Track social media trends and bring new ideas to the team

Experience with programs such as **Adobe Premiere Pro, CapCut, Canva, Adobe Photoshop, Adobe Illustrator, or similar platforms** is a plus.

Graphic Design & Creative Content

- Design social media graphics, promotional materials, flyers, advertisements, and other digital content
- Assist with creating graphics for Main Street Hanover events and programs
- Help develop visual concepts and campaigns
- Create branded content for downtown businesses participating in Main Street Hanover programs
- Assist with promotional materials for major events, including Oktoberfest and Christmas in Hanover
- Help maintain consistency with Main Street Hanover's visual identity

Downtown Business Content

A major part of this internship will involve helping us **tell the stories of Hanover's small businesses.**

You may:

- Visit downtown businesses to capture photos and video
- Interview business owners and employees
- Create "Meet the Business" or "Behind the Scenes" content
- Photograph new products, seasonal offerings, and special promotions
- Develop social media content for participating businesses
- Help businesses identify creative ways to tell their own stories online
- Build relationships with local business owners and community partners

Be Part of the Content

We're looking for someone who is **comfortable being part of the creative process**, not just operating the camera.

You may be asked to:

- Appear in TikToks, Reels, or other videos
- Participate in interviews or on-camera recordings
- Demonstrate products or activities
- Help host or cover events
- Interview local business owners or community members
- Try new and creative approaches to content creation

Events & Community Engagement

Main Street Hanover hosts and supports events throughout the year, providing opportunities to gain experience in **event photography, videography, live social media coverage, and experiential marketing.**

Depending on your schedule, you may assist with content creation for:

- Downtown festivals and community events
- Oktoberfest
- Christmas in Hanover
- Small business promotions
- Ribbon cuttings and business openings
- Seasonal downtown initiatives
- Community improvement projects
- Other Main Street Hanover programs and events

Who We're Looking For

We're looking for someone who is:

- Creative, curious, and eager to try new ideas
- Comfortable working in a fast-paced, community-focused environment
- Outgoing and comfortable interacting with business owners and members of the public
- Willing to be on camera and participate in video content
- Interested in photography, videography, graphic design, social media, marketing, communications, or the arts
- Comfortable using social media platforms such as TikTok, Instagram, and Facebook
- Detail-oriented and able to manage multiple projects
- Reliable, professional, and willing to learn
- Able to work independently while also collaborating with a small team
- Currently enrolled in high school, college, or a related educational program

Skills That Are a Plus

You don't need to have every skill listed below. We're interested in **creative potential and enthusiasm** as much as experience.

Experience with any of the following is a bonus:

- DSLR or mirrorless photography
- Videography
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- CapCut
- Canva
- Lightroom
- TikTok
- Instagram Reels
- Social media management
- Graphic design
- Photography editing
- Video editing
- Copywriting
- Branding and visual storytelling

What You'll Gain

This internship provides the opportunity to build **real-world creative experience and a portfolio of work** while contributing to the revitalization of a historic downtown.

You'll gain experience in:

- Photography and videography
- Short-form video production
- Social media marketing
- Graphic design
- Content strategy
- Digital marketing
- Event marketing
- Brand development
- Small business marketing
- Community engagement
- Professional communication
- Working with clients and community partners
- Building a professional creative portfolio

You'll also have the opportunity to **see your work published and used by a local nonprofit and the businesses we serve.**

How to Apply

Interested candidates should submit a **resume and brief cover letter** explaining their interest in the internship to **mtyler@mainstreethanover.org**.

Applicants are encouraged to include a **creative portfolio or examples of their work**, including photography, videos, graphic design, social media accounts, artwork, or other relevant projects.

Don't have a formal portfolio? That's okay! Send us examples of something you've created, we're more interested in seeing your creativity and potential than a perfectly polished portfolio.