Gear Up Consignment Graphic Design/Marketing Internship

Job Description

Gear Up Consignment is seeking a creative, motivated, and dependable Graphic Design or Marketing Intern to help plan and execute marketing for our pop-up style children's resale events.

This internship is ideal for a student interested in graphic design, marketing, social media, digital communications, entrepreneurship, or event promotion who wants to build a portfolio using real-world projects that will be published across web, social media, email, and print.

The intern will work within Gear Up's established brand and style guide while also bringing fresh ideas, photography, video, and creative concepts to help grow awareness, seller participation, shopper attendance, and ticket sales.

Internship Dates: 1 Year – position open immediately
Time Commitment: up to 10 hours per week during the off season, up to 20 hours per week during the 5 weeks prior to and including an event. (Next event currently scheduled for April 8-11th 2027)
Location: Occasional in person touchpoints (< 10%) will be held at Innovation DuPage Headquarters located at 535 Duane Street in Glen Ellyn. The April event location is 2015 Manchester Rd. Wheaton, Illinois 60187. Intern will be on site during the event. All other work may be done remotely.

Key Responsibilities

Website Content & Wix Updates

- Use the Wix platform to update and improve the Gear Up website.
- Add information for upcoming events.
- Create and update partnership application pages.
- Publish announcements, event information, and marketing content.
- Recommend improvements that make the website easier to navigate and more effective for sellers and shoppers.

Social Media Content Creation

- Develop content using Gear Up's existing brand standards and style guide.
- Create original graphics, written content, photos, and short-form video.
- Prepare content for Facebook, Instagram, YouTube, and LinkedIn.
- Support campaigns focused on:
    - Seller recruitment
    - Shopper recruitment
    - Educational content
    - Community and business partnerships
    - Event announcements
    - Ticket sales
- Help maintain a consistent brand voice and visual identity across platforms.

Print & Promotional Design

- Create graphics for print marketing materials such as flyers, posters, event signage, and promotional materials
- Prepare designs for both digital and print applications while following Gear Up brand standards.

Event-Day Content

- Attend and support Gear Up events as scheduled.
- Capture photos and videos that showcase the event experience.
- Create and publish timely social media updates during the event.
- Highlight sellers, shoppers, merchandise, partnerships, and behind-the-scenes activity.
- Help build a library of visual assets that can be used for future marketing.

Internship Goals

The intern will work toward the following measurable objectives:

1. Successfully create and execute Gear Up's pre-event marketing campaign.
2. Improve the effectiveness, usability, and visual impact of the Gear Up website.
3. Help increase seller registrations by 40 sellers.
4. Generate 300 new followers across Gear Up's social media platforms for the April event.
5. Use social media and digital marketing to support ticket sales, with a goal of increasing sales by 60 tickets compared with the previous event.

What the Intern Will Gain

The intern will:

- Receive access to and training on business platforms including Canva, Wix, and ChatGPT.
- Create custom, brand-specific text, graphics, photography, and video that may be published on Gear Up's website, social media, email campaigns, and printed materials.
- Produce portfolio-ready work with the potential to reach thousands of local families.
- Gain practical experience developing and executing a real marketing campaign with measurable business objectives.
- Gain experience with social media strategy, content planning, brand management, website design, and marketing analytics.
- Gain exposure to retail operations, merchandising and display, customer service, product pricing, and event coordination.
- Gain experience working directly with the founder of a growing local business.

Ideal Candidate

- Is studying or has experience in graphic design, marketing, advertising, communications, social media, digital media, or a related field.
- Has a strong visual eye and an understanding of basic design principles.
- Is comfortable using Canva or similar graphic design software.
- Has an interest in social media content creation, photography, and/or short-form video.
- Is comfortable learning new technology and business platforms.

- Can follow an established brand style while contributing fresh creative ideas.
- Is organized, dependable, and able to meet deadlines.
- Is comfortable working independently and taking ownership of assigned projects.
- Is willing to assist with both digital marketing projects and hands-on event activities.
- Has an interest in community-focused businesses, sustainability, retail, or family-oriented organizations.

Preferred Skills

- Canva
- Wix
- Instagram and Facebook content creation
- Reels or short-form video
- Photography
- Email marketing
- Social media analytics
- Website design or content management

About Gear Up

Gear Up Consignment is a community-focused children’s resale event that helps local families sell gently used clothing, toys, books, baby gear, and other children’s items while giving shoppers access to quality products at affordable prices.

Gear Up combines resale, sustainability, and community impact into an organized shopping experience designed to make buying and selling children's items easier for local families.

This internship provides the opportunity to make a meaningful contribution to a growing local brand while developing professional work that can be used in a future portfolio, résumé, or job search.