



Communication & Marketing Track Description

The Communication and Marketing intern will fill the position as a marketing specialist within the organization. The intern will be responsible for marketing and advertising the organization on different social media channels, website, and other outlets. As a marketing specialist, the intern will work alongside staff to develop unique campaign ideas to market the organization's events, programs, and services.

Responsibilities:

- Developing a marketing plan and campaigns to be implemented at the organization upon departure
- Conduct marketing research and analysis
- Create marketing and promotional images using Canva
- Utilize all social media platforms (Facebook, IG, Twitter, etc) for brand awareness
- Update and publish website design with promotional and organizational information as needed
- Collaborate with other team members within the organization
- Review analytics and optimize campaigns
- Send out monthly newsletter or other communication to donors, subscribers, and participants within the organization as needed

Requirements:

- Strong verbal and written communication skills
- Knowledgeable about traditional and digital marketing trends
- Currently studying Communication or Marketing
- Data Analysis
- Technological Proficiency
- Social Media Proficiency