

Marketing & Communications Intern

Great Falls Council, Scouting America

Summer 2025

Are you creative, hardworking, and want hands-on experience working on a variety of projects? Great Falls Council, Scouting America, seeks a marketing and communications intern who can contribute fresh ideas, create content, and up our social media game! The intern will work collaboratively with professional staff, board members, and volunteers to create marketing and communications pieces that tell the Scouting story and enhance unit recruiting and retention. Reporting to the Director of Marketing & Events, the ideal candidate understands principles of marketing communications, social media, and digital marketing methods, and desires to develop practical skills within a values-driven not-for-profit organization.

Objectives of this role

- Contribute to marketing campaigns that further the company's strategic goals
- Apply communications concepts to solve marketing challenges
- Provide high-quality written and visual content
- Contribute fresh ideas to communicate to Gen Z and Millennial families

Responsibilities

- Complete defined projects related to branding, content creation, and social media marketing
- Assist management with the preparation of campaigns and reports
- Collect performance metrics to measure progress

Required skills and qualifications

- Curious, fast-learning, and resourceful
- Organizational skills and meticulous attention to detail
- Strong communication and presentation skills
- Sense of teamwork and the ability to execute programs
- Self-motivated and hardworking

Preferred qualifications

- Able to work remotely and/or on location at Great Falls Council properties
- Prior collaboration or personal project management experience
- Basic knowledge of marketing & communication principles
- Aptitude in seeking creative solutions to multi-faceted challenges

Compensation

- This is an unpaid position, but will be structured based on your availability
- Qualifying candidates who live in New York are eligible to apply for funding through the Summer Youth Employment Program in their county of residence.

About Great Falls Council

Officially chartered in November 2024, Great Falls Council was formed from two separate councils serving the greater Buffalo area as well as the Southern Tier of NY and Northern Tier of PA. It serves over 5,400 youth members with Cub Scouts, Scouts BSA, Explorers, Venturing, and Sea Scouts programs. It runs Camp Gorton in the Finger Lakes and Camp Sam Wood and Camp Scouthaven in Western New York. Its Birchbark Expeditions program provides canoeing adventures in the Adirondacks and Algonquin Provincial Park in Canada that attract Scouts and adult leaders from across North America. Its headquarters is in Buffalo, NY. More information can be found at gfcscouting.org.

About Scouting America

The Mission of Scouting America is to prepare young people to make ethical and more choices over their lifetimes by instilling in them the values of the Scout Oath and Law. It is committed to creating a welcoming, safe environment where Scouts can freely express themselves, share their experiences, and become the best version of themselves by learning from and respecting each other. Its signature programs for youth and families, divided by age and activities, are operated by local chartering organizations who work with Council professional staff to provide high-quality character development and values-based leadership training. More information can be found at scouting.org.