

Marketing Intern Job Description

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Marketing Intern. The Marketing Intern will be responsible for assisting the organization in the development and implementation of its marketing, development, and public relations plans. This will be accomplished through developing, maintaining and expanding marketing channels/methodologies to the community, Women's Organizations, senior industry and the public at large.

Reports to: CEO & Director of Development

Skills Needed for Position:

- A positive attitude and willingness to learn new things
- Graphic arts and photography skills a plus
- Proficient computer skills: word, excel, publisher, & power-point
- Good writing skills

Primary Responsibilities (including, but not limited to):

- Identify all grantors that fund Women's Empowerment, Senior Programs, Senior Hunger, and Financial Education
- Help to create a comprehensive grant calendar for potential funding
- Update website
- Update monthly marketing and public relations calendar for YWCA events and programs
- Post Social Media notices for events and programs
- Assist with customizing and then disseminating press releases
- Help to create Planned Giving Collateral
- Help to create collateral for Events
- Assist with events and preparation for future events

Resources Available:

- Dedicated workspace in a fun, engaging environment
- Software
- Previous reports/documents
- Budget
- Collaboration with Web Master, Marketing Encore Fellow, Development Director

Benefits:

- Free attendance to YWCAWE & YWF events for 2016-17
- Letter of Reference upon positive completion of Internship
- Social Networking Opportunities

To apply, please send letter of interest and resume to: bridget.costello@ywcaaz.org