



Position Description: Marketing & Communications Intern

FLSA Status:	Intern	Reports to:	Director, Development & Marketing
Position Status:	Intern	Direct Reports:	N/A
Department:	Development	Location:	Bridge House

Position Summary and Purpose:

The Marketing & Communications Intern (MCI) will assist the Children's Attention Home Development Director with marketing and communication efforts to effectively promote the brand, mission, and programs of the Children's Attention Home. The MCI will assist with all aspects of promoting the Home, including media research, campaign design, social media marketing, event planning and preparation, media tracking, data reporting, development and fundraising projects, and other tasks as assigned.

Essential Responsibilities:

Activities the student intern would be asked to assist with include but are not limited to:

- Marketing & Branding
 - Assisting with the creation of printed and digital materials for events, social media graphics, and other branded materials.
 - Assist with finding social media content and posting event information on relevant social media calendars
 - Assist with the creation of photo and video content for the Children's Attention Home to share internally and externally.
 - Assists with compiling materials for events and activities of the Development Department
 - Assist with promotion of special awareness months and campaigns
- Communications
 - Assists with posting general updates to the website and reviewing the website for updates and accuracy
 - Assists with content creation for website blog, including posting media updates
- Development
 - Assist with campaign and event preparation
 - Assist with donor acknowledgement and stewardship activities and projects
- Assist with other organizational marketing, development, and media projects and efforts as needed or assigned.

Secondary Responsibilities:

- Forms mutually respectful and trustful relationships with the staff team. Models appropriate team building skills/behavior to staff team.
- Performs related duties as assigned.

Time Requirement:

- The schedule is flexible and will vary depending on upcoming projects and campaigns.
- Hours must be completed during scheduled office time.

**Requirements:**

- Complete the student volunteer application and send with cover letter and resume to kmotsinger@attentionhome.org.
- Complete 1-hour general volunteer orientation and 1-hour area-specific training.

Competencies:

- Communicate well with fellow employees and comfortable working as part of a team.
- Creative problem-solver.
- Must have excellent communication skills and the ability to utilize those skills on a daily basis to connect with internal clients, external clients, and employees in a timely manner.
- Ability to independently manage workload, set priorities, meet deadlines, work under pressure and adjust to change.
- Demonstrate integrity, strong character and a strong commitment to the mission and values of the organization when working with employees.
- Self-motivated and able to operate with little supervision while working under pressure with tight timeframes and deadlines.
- Demonstrate expertise in decision-making and initiative
- Work well under pressure with tight timeframes and deadlines.
- Strong project management skills.
- Excellent management of multiple tasks.
- Ability to maintain the highest level of confidentiality.
- Present self in a professional manner and have the ability to interact with all levels of organization and outside contacts.
- Analysis skills – ability to review a problem and recommend appropriate solutions based on knowledge of job and company procedures.
- Interpersonal skills –listen to others, work well in a team environment.
- Ability to present ideas clearly and concisely.
- Strong organizational skills.
- Adaptability – adapt to change in the work environment, manages competing demands and ability to handle frequent changes.
- Dependability – consistently at work on time, follow instructions, respond to manager's instructions.
- Strong computer skills – including some Microsoft Office software programs and industry specific computer software.
- Ability to work extended hours including nights, weekends, holidays.

Education and Training:

Applicants must be enrolled in an institution of higher learning.



Reviewed with intern by:

Signature: _____

Name (print): _____

Title: _____

Date: _____

Received and accepted by:

Signature: _____

Name (print): _____

Title: _____

Date: _____

The organization is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.