

## Position Summary



# Marketing, Communications & Social Media Intern

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<b>Position reports directly to:</b>	Director of Development & Communications
<b>Location:</b>	Outreach Office and Residential Campus Various Community Locations
<b>Commitment Requirements:</b>	15+ Hours Per Week/semester 2 semesters preferred
<b>Schedule:</b>	Flexible

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## General Requirements:

Communications related experience in print and digital mediums. Experience in event planning particularly with a non-profit approach. High energy, exceptional interpersonal communication skills, ability to manage multiple projects simultaneously and basic understanding of brand management. Well-developed knowledge base with a variety of social media platforms, creative and inventive with the ability to work independently as well as on a team. Strong problem-solving skills and assertive task performer. Students working toward a degree in Marketing, Advertising, PR, Graphic Design, Communications, Journalism, Women's Studies, or Non-Profit Management are highly suggested, but all qualified candidates will be considered.

## Principal Job Duties

Interns will complete various tasks as directed by center staff, which fall into two categories:

- Program support (assisting with donations, cleaning/organizing facilities, event support, marketing and social media support, providing childcare activities, community education tabling, etc.)
- Direct advocacy with program participants after appropriate training and certification (completing intakes, answering the help line, support group facilitation, violence prevention education, etc.)

Each program will provide specific training and mentoring in every aspect of services that relate to the intern experience. Interns and center staff are partners in implementing the organization's mission in addition to creating an environment that fosters respectful learning and empowering outcomes. It is essential to the proper operation of this relationship that each partner understands and respects the needs and abilities of the other. Interns are entitled to ongoing feedback pertinent to performance as well as the opportunity to meet with appropriate staff as needed or identified. Center staff is responsible for providing guidance and available learning supports throughout the experience.

## Marketing, Communications and Social Media Program Responsibilities

- Produce and distribute materials related to fundraising events, campaigns and agency programs & services
- Plan and design monthly newsletter
- Plan and design daily social media posts using proper tone, branding, and relevance

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- Update agency and related websites as directed
- Draft and proofread professional correspondence to donors, sponsors, and partners
- Coordinate strategic communications to align with Development Calendar
- Coordinate with Development Director and fundraising intern to ensure proper coverage for events and initiatives. Entire team is expected to attend all fundraising events. (1-3 per semester)
- Solicit donations for events
- Assist fundraising intern with donor and event management software data entry as needed
- Other duties related to position as requested by Director
- Represent agency at tabling events in the community as needed

### Agency Requirements

All volunteers of Peaceful Paths are expected to demonstrate a commitment to:

- promoting diversity, equity, inclusion and belonging
- professional ethics and standards
- flexibility and teamwork
- protection of confidentiality

I pledge my commitment to the Peaceful Paths values of Advocacy, Choice, Compassion, Empathy, Empowerment, Honesty, Hope, Mentoring, Peace, and Respect.

I will strive to practice these principles daily in my work in order to create an atmosphere where clients and staff are heard and responded to appropriately.

I agree to be held accountable for my actions and agree to hold co-workers accountable in order to create a responsible environment.

I recognize that providing and supporting quality client services is the priority and my actions, attitude, and involvement should *positively* impact every client's experience.

By signing below, I agree and understand that I must be able to perform each responsibility set forth as an intern with Peaceful Paths.

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Intern Name and Signature

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Date

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Agency Representative Name and Signature

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Date