Communications and Marketing Intern

Position Title: Spring Communications and Marketing Intern
Classification: Unpaid Internship/Available for University or College credit(s)
JA Office: Junior Achievement of Middle America
Reports To: Corporate Relations and Special Events Manager

Position Description:
This part-time position, under the direction of the Corporate Relations and Special Events Manager, will create Junior Achievement of Middle America internal and external publications and collateral pieces. The position also creates, develops, and implements Junior Achievement awareness strategies and promotional items, assists with initiatives involving corporate constituents, volunteers and youth; and supports various projects to ensure the success annual fundraising events.

The Communications and Marketing Intern will work in a team atmosphere and have the opportunity to learn about a wide range of areas in a non-profit organization and special event planning and communications. Ideally interns will work 3+ days a week for a total of 15 to 20 hours based on a mutually agreed upon schedule, occasional weekend or evening availability may be needed. Internships are available for university/college credit, if approved.

Responsibilities:
- Will write and edit content for digital, print, text and website communications
- Create and produce print documents such as event flyers, posters and brochures
- Write and distribute press releases and follow up with mass-media as needed
- Communicate electronically with Junior Achievement of Middle America (JAMA) supporters and volunteers via website, emails, and social media outlets
- Develop and design digital newsletter communication to JAMA constituents
- Develop comprehensive social media plan to help reach current and new supporters, volunteers, and partners
- Help with the implementation of marketing & communications strategies
- Administrative support, including phone work, email correspondence, mailings, and data entry
- Assist with pre-Brunch and pre-Race special event planning
- Work and help host fundraising events
- Participation in event planning meetings and brainstorm sessions.
- Provide on-site assistance at any special events including media events, program events, Bowl-A-Thon, community outreach events, etc. throughout the internship

EXPERIENCE/EDUCATION:

Qualified interns will be seeking or hold a Bachelor’s degree in Communications, Journalism, Marketing, Public Relations, Nonprofit Leadership, or Humanics and possess the following skills:

- Computer literate (Microsoft Office; Design Programs, social media platforms, etc.)
- Comfortable working independently, once provided direction, in a fast-paced, small office
- Able to lift 25 to 40 pounds as needed; able to be on your feet for extended hours as needed
- General understanding of social media strategy and tactics (Facebook, Twitter, Instagram, etc.)
- Ability to meet deadlines as well as quickly establishing priorities
- Organization skills with thoroughness, timeliness, and detail when working under pressure
- Reliable transportation required
- Communications, fundraising and leadership experience preferred