



## Marketing Internship

<b>Position Title:</b>	Marketing Intern
<b>Employment Classification:</b>	Part-time (approx. 8-16 hrs/wk)
<b>Reports to:</b>	Marketing & Communications Manager
<b>Department:</b>	Marketing
<b>Timeframe:</b>	12 weeks

### Intern Position Summary

The Marketing Intern will assist in execution of the marketing plan for Living Coast Discovery Center. This will focus on the various aspects of marketing including digital marketing, social media, events, content creation, and more.

This is an unpaid internship. Part-time shifts will be scheduled between Tuesday and Saturday.

### Duties and Responsibilities

- **Marketing**
  - Brainstorm, draft, and execute social media campaigns
  - Provide social media reporting and suggested action items
  - Assist in creating a comprehensive social calendar
- **Events**
  - Promote Living Coast events through various channels including Facebook, news sites, local calendars, blog, etc.
  - Attend various events/programs on and offsite to gather photos and videos for future promotion
  - Assist in media coordination when needed
- **Content Creation:**
  - Capture and process high-quality photos & videos
  - Use digital software to create shareable graphics, videos, GIFs, and marketing materials
  - Categorize photo libraries
- **General**
  - In addition to these tasks, the position will have a marketing project which will be completed at the end of 12 weeks.
  - Other duties and tasks as assigned by supervisor.



- **Qualifications**

- Working towards a degree in Marketing (or related field).
- Strong written and verbal communications skills with excellent grammar.
- Must have working knowledge of social media platforms (FB, Twitter, Instagram).
- Thorough working knowledge of Microsoft Office Suite, including Word, Excel, and Powerpoint.
- Experience using Photoshop, Illustrator, Acrobat, Lightroom and/or video editing software a plus.
- Candidate must possess strong organizational skills; be proactive; and possess the ability to work independently handling multiple priorities in a fast-paced, professional environment, with attention to detail. Creativity is a plus!
- Must be at least 18 to apply.

**Working Environment/Physical Requirements**

Essential functions may include: lifting up to 20 pounds, sitting, typing, bending, and walking on uneven or wet surfaces. Reasonable accommodations can be made.

**To Apply:**

Please complete the online **Volunteer Application Form** that can be found on our Internship webpage. In the application you will need to submit both a cover letter and resume. Applications without these documents will not be considered for the position.

Our internship interview consists of 3 stages. Stage 1 is reviewing applications, resumes, and cover letters. Stage 2 is a phone interview. Stage 3 is an in person interview. After submitting your application, we will contact you for your next steps.