

**Anchor Center for Blind Children
Job Description**

JOB TITLE: Marketing Intern	DATE: 2018-2019
REPORTS TO: Communications Manager	Dates/Hours: Flexible, 8-16+ hours per week, 3 Month Minimum Commitment Compensation: Un-Paid Internship, Available for College Credit

Purpose of Position

The Marketing Internship will offer the successful candidate an opportunity to gain varied experience in the field of nonprofit marketing and communications in a fast-paced environment with a team of seasoned nonprofit professionals. Reporting directly to the Communications Manager, the Marketing Intern will assist with Anchor Center’s expanded emphasis on multimedia packages and collateral creation, including video production, social media, graphic design, blog content, and email communications. The Marketing Intern will also help with editing, creative content generation, media relations, and SEO activities, while building marketable skills and portfolio of communications projects.

Essential Duties and Responsibilities

- Under supervision, develop and implement email and digital campaigns
- Create high-quality informational collateral (data sheets, reports, brochures, etc.) and support fundraising campaign strategies through storytelling
- Develop content for and support maintenance of Anchor Center’s website (including search engine optimization) and social media channels (e.g., Facebook, YouTube, Twitter, Instagram, LinkedIn, etc.), including researching and implementing new strategies to engage targeted audiences
- Work with the Communications Manager to implement digital media strategy including generating daily content, identifying cross-relational groups/organizations of influence (including referral sources to Anchor’s programs), daily monitoring of social platforms, and generating digital media reports.
- Help to organize department’s various content databases (photography, video, quotes and testimonials, alumni) to support future promotional efforts.
- Support relationships with children, families, volunteers, donors and friends of Anchor Center

Qualifications

Education and Experience

Working towards degree (junior level and up) or holds a Bachelor’s Degree, preferably in a related field (e.g. English, Marketing/Communications, Advertising or Public Administration)

Experience working or volunteering at a nonprofit organization preferred, but not required

Knowledge, Skills and Abilities

- Excellent written and oral communications skills.
- Strong creativity and demonstrated self-starting initiative
- Experience with social media management—specifically, best practices for strategy and implementation of Facebook, Twitter, YouTube, LinkedIn and Instagram content.

(Knowledge, Skills and Abilities continued..)

- Working knowledge of website management—specifically content development and editing (WordPress, basic HTML, etc.).
- Basic to advanced photography and videography skills.
- Graphic Design experience, including digital and print—beginner to intermediate knowledge of Adobe Creative Suite (Photoshop, InDesign, Illustrator).
- Outstanding organizational skills and ability to handle multiple projects with competing deadlines.
- Ability to use excellent judgment to manage workflow and elevate priority issues to the Communications Manager or Director of Development.
- Ability to work both independently and as part of a team environment
- Respect the confidentiality of Anchor Center families, donors and staff

Working Environment

- Educational/classroom environment including children with limited or no vision and frequent parent/family visits

Physical Activities

- Able to lift 40 lbs for moving equipment, supplies and event materials

This job description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the job.