



## JOB DESCRIPTION

[www.bgcbloomington.org](http://www.bgcbloomington.org)

#812.332.5311

## Marketing & Design Intern

WORKING HOURS: negotiable – between 20 to 40 hours per week

PAY RATE: (Intern - Stipend) rate dependent on experience and hours agreed upon

VACATION/SICK DAYS: Unpaid

HOLIDAYS: Unpaid

START DATE: roughly May 2020

END DATE: roughly August 2020

### JOB DESCRIPTION:

### SKILLS/KNOWLEDGE REQUIREMENTS:

1. Demonstrates a high degree of initiative, self-direction and a strong independent work ethic.
2. Demonstrates strong organizational skills.
3. Strong written communications skills.
4. Exhibits professionalism.
5. Maintains excellent working relationship with staff, volunteers and public.
6. Must be able to demonstrate ability to work with people from diverse racial/cultural/socioeconomic backgrounds.
7. Act on behalf of the agency, carrying the values of the Club with you in the community.
8. Interest in working cooperatively and flexibly as part of a team.
9. Ability and interest working in a fast-paced work environment.
10. Ability to work at a rapid pace and where frequent interruptions and changes in plans or deadlines may occur.
11. Ability to multi-task, set priorities, and maintain a positive attitude at times of increased workload.
12. PC proficiency, and experience with word-processing is **required**.
13. A working knowledge of Adobe Creative Suites design software (InDesign, Photoshop OR Illustrator) is **required**. Must submit samples of design work with resume.
14. Graphic design experience is *preferred*, not required.
15. Proficiency with WordPress and social media platforms is *preferred*, but not required.

### ESSENTIAL JOB FUNCTIONS:

1. Creating ALL marketing materials for the organization such as program info sheets, event fliers, invitations, and other materials, fundraising efforts, and other materials as needed.

2. Maintaining, updating, creating content for, monitoring, and posting to social media sites: Facebook, Twitter and Instagram.
3. Creating content for the organization webpage.
4. Creating advertisements for the local news media, hard copy and electronic versions.
5. Writing and editing press releases for the local news media.
6. Implementing strategies to improve marketing for the agency.
7. Maintaining the marketing calendar and implementing the strategic marketing plan.
8. Attend Club events and programming sessions as available to take photographs or video.
9. Assist with organizing others to capture media at Club events or programming sessions.
10. Assist with the organization of marketing and media materials on the staff shared drive.
11. Assist with the maintenance and upkeep of the organizational archive of historical marketing documents, published pieces, photos, videos, and other items.
12. Build positive relationships with staff, volunteers, funders, and community.
13. Attend meetings and training sessions as necessary.
14. Report to Resource Development Director.
15. Assume other duties as assigned.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

1. Ability to perform gross and fine motor activities required for typing, writing, simple manipulations such as telephone buttons, computer keyboards, fax machine buttons, etc.
2. Ability to work in a professional environment and positively represent organization under various levels of stress.
3. Ability to work on multiple projects and prioritize effectively.
4. Visual acuity for accurate reading, typing, filing and use of computer screen.
5. Hearing is needed for purposes of business related phone communications, public broadcasts, answering incoming phone calls, etc.
6. Ability to bend, twist, reach, stoop, squat for filing and retrieval of stored files and supplies.

**DISCLAIMER:**

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

**Interested? Send Resume and Cover Letter to Resource Development Director, Leslie Abshier, at [labshier@bgcbloomington.org](mailto:labshier@bgcbloomington.org).**