



**POSITION:** Marketing Intern

**UNIT/LOCATION:** Kenworthy Administration Center (803 N. Monroe Street, Bloomington, IN 47402)

**SUPERVISORS:** Rachel Dobias, Marketing & Camp Director

**WORKING HOURS:** 15-30 Hours/Week

**PAY RATE:** Stipend (to be determined based on applicant hours and semesterly availability)

**DATES of INTERNSHIP:** March 18, 2024-August 2, 2024

**JOB DESCRIPTION:** Work with the Marketing Director to capture the stories of kids and programs in the Club to use for marketing purposes and share with stakeholders, such as donors, board members, volunteers, parents, community partners and the community along with assist in managing all branding, marketing, and design activities related to Resource Development and maintaining the social media accounts and website.

**ESSENTIAL JOB FUNCTIONS:**

1. Creating 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 and Instagram for the Boys & Girls Club accounts.
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. Reports to the Marketing/Camp Director
15. Assume other duties as assigned.

**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. Attention to detail, critical thinking and ability to prioritize and problem solve.
5. Basic graphic design skills and an eye for creating marketing materials, documents and simple spreadsheets is a must.
6. Exhibits professionalism.
7. Maintains excellent working relationship with staff, volunteers and public.
8. Must be able to demonstrate ability to work with people from diverse racial/cultural/socioeconomic backgrounds.
9. Basic public speaking skills/competency.
10. Act on behalf of the agency, carrying the values of the Club with you in the community.
11. Interest in working cooperatively and flexibly as part of a team.
12. Ability and interest working in a fast-paced work environment.

13. Ability to work at a rapid pace and where frequent interruptions and changes in plans or deadlines may occur.
14. Ability to multi-task, set priorities, and maintain a positive attitude at times of increased workload.
15. PC proficiency, and experience with word-processing is **required**.
16. A working knowledge of Adobe Creative Suites design software (InDesign, Photoshop OR Illustrator) is not required, but highly preferred.
17. A working knowledge of Canva design software **is required**.
18. Graphic design experience is *preferred*.
19. Proficiency with WordPress and social media platforms is *preferred*.
20. Photography skills are *preferred*.
21. Video editing skills are *preferred*.

**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.
7. Must be able to lift up to 45 pounds due to event work.
8. Must have reliable transportation.

**To Apply:**

Submit Resume and Cover Letter to:

[rdobias@bgcbloomington.org](mailto:rdobias@bgcbloomington.org)

Rachel Dobias, Marketing & Camp Rock Director