

Title: Communications/Marketing Intern
Reports to: Varies depending on project
Status: Part-time (less than 40 hours), Nonpaid, Eligible for Class Credit

Position Description Summary: The communications/marketing intern assist the Foundation to develop and implement a comprehensive and proactive marketing, and branding strategy that provides education/awareness to the community about the programs and services of the Foundation, positions the Foundation as a philanthropic leader and trusted philanthropic partner, and ensures effective marketing to maintain excellent donor relations. This position supports the Foundation's strategic plan by ensuring marketing advances and supports its strategic objectives.

Intern responsibilities may vary and will depend on the intern's interest, availability and the Foundation's needs, responsibilities may be one or more of the following:

1. Marketing, Branding Strategy and Implementation: Assist to create, modify, and implement a comprehensive, proactive marketing and branding strategy aligned with the Foundation's strategic plan that identifies the donor as the Foundation's customer.
2. Public Relations: Assist to develop and implement media plans, targeting mainstream and press in CFSA's eight county service area, as well as, media outlets; specialty and constituency-based media; trade publications; and Web-based media to promote the mission and programs of the Foundation and using content provided. Assist with marketing and graphic design for creation of PowerPoint presentations.
3. Outreach, Education & Engagement: Works as a member of a team to assist with marketing special events such as the Foundation's annual luncheon or PhilTalks series. Assist with ensuring the work of the Foundation is marketed to target audiences. Assist with the creation of advertising, videos, and other mediums effectively marketing the work of CFSA to the staff, board, donors, grantees, and the public.
4. Publications: Assist with creating and disseminating various publications such as newsletters, collateral and other materials as identified or needed including incorporating content from the Director of Communications such as donor, grantee, program stories, etc. Coordinates with freelance writers, contract designers, and identifies/quotes printers to cost-effectively and efficiently meet CFSA's needs. Design brochures and invitations for events. Work with staff to coordinate the Foundation's Annual Report. Working with other staff, ensure timely production, mailing and internal distribution of publications.
5. Web Site and Social Media: Assist to creatively leverage and dynamically use web, social media, and new technology to reach target audiences and strengthen ongoing relationships. Assist with updating the Foundation's website and social media to ensure timely and accurate news and information. Assist to, regularly and consistently, update/post to the website and social media to remain current and demonstrate through posting Foundation's engagement in the community with its constituencies. Assist with monitoring trends and provide suggestions to keep the Foundation current with these forms of media. Assist to coordinate publication of email newsletter for targeted audiences including articles/stories on donors, grantees, board and staff, and development/program activities to further Foundation's mission and work.

6. **General:** As appropriate, assists other departments and works as a member of interdepartmental teams to ensure the effective and efficient operations of Foundation. At all times, demonstrates cooperative behavior with supervisors and coworkers. Other duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential job function assigned satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Foundation may make reasonable accommodations to enable individuals with disabilities to perform the essential functions of this position.

1. **Experience:** Progressive responsibilities and/or experience in areas such as marketing, communications and/or public relations, and event planning.
2. **Education:** Pursuing Bachelor's degree in marketing, public relations or related field of study.
3. **Communication Skills:** Must have interpersonal, verbal and written communication skills. Must be comfortable in environments with high net worth donors, nonprofit organizations, corporations, and diverse constituent groups. Editing skills and experience working with graphic designers, printers, and mail houses.
4. **Creativity:** Must be creative, innovative, flexible, attention to detail and highly organized with the ability and initiative to understand the products, services and mission of the organization.
5. **Project Management Skills:** Must be able to manage, prioritize and adjust projects to meet multiple demands/deadlines with a strong attention to detail. Ability to implement strategy and deliver results in a timely manner.
6. **Technology Skills:** Internet competency and strong computer proficiency, including Microsoft Office software suite is essential. Must have willingness and ability to learn. Must be familiar with social media tools and willing to learn new ones. InDesign and/or Mac experience may be helpful from time-to-time but not required.
7. **Leadership Skills:** Ability to make well-reasoned decisions, to work collaboratively and effectively with individuals from diverse backgrounds and levels of the organization.
8. **Team Work & General Skills:** Highly motivated, with the ability to work independently, take initiative, exercise discretion, demonstrate independent judgment, maintain confidentiality, participate as an effective team member, demonstrate cooperative behavior with supervisors and coworkers at all times, and follow tasks through to completion. Ability to multi-task and work in cross-functional settings with all levels of an organization and diverse external constituencies.

Working Conditions: General office hours are 8am to 5pm Monday through Friday.

Disclaimer: This description should not be construed to contain every function or responsibility that may be required to be performed by an incumbent in this job classification. This job description is intended to be general and will evolve over time. The description is subject to periodic updating. At management's discretion, the employee may be assigned different or additional duties from time to time.

Effective Date: April 27, 2017