



Digital Marketing Intern

PeopleFund is seeking a dynamic and energetic individual to work with development staff to advance our fundraising and marketing capabilities. Intern will report to Director of Development and Communications, and will support special development projects, our annual fundraising event, and our annual campaign. Intern will also have a major voice in our online presence, including: social media, website, blog, and online distribution of press releases and information. You'll have the chance to work directly with our clients, governing board, and other staff members across all departments, partners, and constituents. There will be tons of networking events and professional development opportunities.



Responsibilities Include:

- Collaborate with the marketing team to create and publish relevant, original, and high quality content across our social media channels-Facebook, Instagram, LinkedIn, Instagram.
- Organize logistics for events.
- Work with Creative team to conceptualize and develop social media content calendars for Instagram, Facebook, LinkedIn.
- Work with our team to establish performance benchmarks, develop a social media dashboard, and build a regular performance reporting cadence.
- Monitor our social media channels for conversations and respond or direct as necessary.
- Writing, editing, and publishing press releases, blog articles, and donor related materials.
- Encouragement of volunteers, community members, and staff members via digital channels.
- Development of relationships with PeopleFund clients for marketing and development purposes.

Preferred Skills:

- Experience with social media tools (see above).
- Familiarity with photo and video applications.
- Excellent written and oral communication skills, comfort speaking before large audiences.
- Experience with Microsoft Office suite, Adobe Creative Suite, Donor Management Software.

This position is unpaid, but will offer networking opportunities and avenues for growth. We are looking for a passionate and creative addition to our team. Preference will be given to candidates who are interested in a year-long internship but semester only candidates will be considered.

To apply, please send resume, cover letter, and statement of availability to akani@peoplefund.org.

PeopleFund

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