

Marketing Intern Position Description

Organization Summary:

Three Harbors Council, Boy Scouts of America is part of a global brand and leader in developing youth character through leadership experiences and outdoor education. We are focused on providing quality character building programs to young people and their families in Kenosha, Milwaukee and Racine counties.

The Opportunity:

Three Harbors Council is looking for a Marketing Intern with an interest in non-profit marketing and communications. The Marketing Intern reports to the Graphics and Marketing Specialist and will work on a wide variety of projects with direct supervision. This internship provides experience in:

- Developing and implementing a strategic social media plan
- Collecting, generating and managing social media content
- Creating branded promotional and marketing materials
- Managing electronic communications including website and e-newsletters
- Researching constituent groups and data for brand and program development opportunities
- Researching and cultivating businesses to promote community support

This internship position also participates in and provides support for meetings of the Marketing Committee and marketing/communications vendors. The Marketing Intern may provide support for relevant special events occurring during the term of the internship.

Responsibilities:

- Work with a wide range of staff and volunteers on marketing and communications projects.
- Present information in one-on-one and small group situations.
- Abide by the policies and procedures of Three Harbors Council.
- Register as a Scouting volunteer with Three Harbors Council.

Qualifications:

- College Junior or Senior grade level preferred.
- Pursuing degree in Marketing, Communications, Non-Profits or related field.
- GPA of 3.0 or higher preferred.
- Strong written and verbal communication skills.
- Basic Microsoft Office proficiency, including Word and Excel.
- Experience with Adobe products is preferred.

Salary:

Internship is unpaid but may be used to satisfy course credit or training requirements.

Hours:

Internship term is one semester or average 4 months. 10-20 hours per week; flexible on daily schedule.