

JOB DESCRIPTION

Position Title	Communications & Marketing Intern (Spring 2021)
Reports To	Director, Elyse Cornelison
Employment Type	Part-time, Non-exempt, Hourly
Work Schedule	10-20 hours/week, 9:00 AM – 4:00 PM
Class/Wage	Unpaid-Internship

ABOUT JUNIOR ACHEIVEMENT

Junior Achievement is the world's largest non-profit organization dedicated to providing work readiness, entrepreneurship, and financial literacy programs for K-12 students. Programming is delivered by trained volunteers that provide a unique hands-on experience while teaching JA programs that correlate with state standards. JA was founded in 1919 to fill a gap in educational inequality, JA Big Bend staff and board strive toward preparing young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs, and how to apply entrepreneurial thinking into the workplace.

POSITION SUMMARY

The Communications & Marketing Intern will help grow brand recognition and program awareness in support of the organization's mission, goals, and objectives. The position performs functions central to the organization's success, and requires an organized, enthusiastic, and creative approach to the associated responsibilities.

Communications and Marketing

- Maintains brand consistency in communications across platforms
- Helps implement communication plan, donor campaigns, and event promotion
- Creates and schedule marketing collateral for programs, events, and campaigns
- Maintains social media content according to plan
- Helps craft and distribute email campaigns and newsletter and maintains contact lists
- Drafts media advisories and press releases
- Reviews communication platforms and makes recommendations to staff regarding efficiency, effectiveness, and opportunities
- Other related duties as needed

Events

- Research planning components to achieve cost effectiveness
- Follows event planning timeline, while helping recruit sponsors, partners, vendors, and volunteers (maintain relationships)
- Helps create and maintain event registration, and distributes event collateral



Tallahassee, FL
(850) 443-5102
Elyse Cornelison, Director
elyse@jabigbend.org

SKILLS, KNOWLEDGE, AND QUALIFICATIONS

Required

- College student currently studying marketing/communications and at least one year of experience in professional setting required.
- Proficiency in visual communications, and familiarity with Adobe, Canva, or similar service
- Minimum functional knowledge of Microsoft Office, Constant Contact, Facebook, Instagram, Twitter, LinkedIn and Hootsuite
- Excellent verbal and written communication skills, including interpersonal communication
- Excellent organizational and planning skills
- Commitment to delivery of quality work products

Preferred

- Proficiency in photography
- Proficiency in self-directed work and effective teamwork: Works quickly, accurately, and effectively, alone and in collaboration with others.
- Willingness to learn and take direction. Confidence to ask pertinent questions and contribute ideas.
- Personal interest in support of JA mission
- cursory knowledge of JA programs and history

WORK ENVIRONMENT/REQUIREMENTS

- Due to COVID-19, interns will be working from home during regular hours (9AM-4PM)
- Must have your own laptop with web camera, and WIFI connection

WHAT DO YOU GAIN?

- Confidence and working knowledge of how a non-profit organization operates as a business and its relationship with the community
- Opportunity to attend board meetings, and learn new skills that will be beneficial for future employment
- Gain connections within the educational, nonprofit and bank sector

TO APPLY

If you are interested in applying for the Communications & Marketing Spring 2021 Internship position, please fill our Internship Application [here](#). For any questions, email Elyse at elyse@jabigbend.org.