

Organization: Duluth Area Family YMCA

Internship: **Marketing & Communication Specialist**

Reports To: Marketing Director

Hours: Flexible



The Y: We're for youth development, healthy living and social responsibility.

Position Summary:

Supports organizational marketing strategy and brand identity for Y membership and programs. Establishes audience and goals, and creates unique and targeted marketing plans to reach those goals. We will be hiring a team of interns to work in these positions.

Essential Functions:

- Social Media Management / Content Marketing
- Graphic Design- branding, content creation, numerous print projects
- Event Planning
- Public Relations – earned media, news releases, press conferences, media management
- Project Management – overall strategic marketing of the Duluth Y Association. We will have the ongoing duty of creating and updating the marketing plan for the five branches and the Association.

Qualifications:

1. Pursuing or received a degree in related field.
2. Strong written, oral and interpersonal communication skills required
3. Proactive and highly organized, with strong project management and planning skills.
4. Self-motivated and able to take initiative.
5. Ability to plan and a passion for strategy.

Compensation:

Interns do receive a YMCA membership during their internship. They also will receive a great resume building experience working in the non-profit sector with one of the largest non-profit organizations in the nation.

Although this internship is unpaid, we will work with you and your school to assist you in receiving college credit. It is the responsibility of the student to determine if academic credit is available through his/her degree program.

Application Process:

- YMCA Internship Application (found at www.duluthymca.org)
- Cover Letter
- Resume
- Two letters of recommendation

Contact Information:

Gina Miller

Volunteer & Internship Coordinator

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