



DIGITAL MARKETING INTERN Job Description

BASIC FUNCTION

The Digital Marketing Intern is responsible for assisting AR Kids Read's (AKR) Executive Director with the overall communications and marketing plan -- focusing specifically on digital communications -- to build awareness about AR Kids Read within the community. The aim of this internship is to build awareness of AKR that will lead to increased community engagement.

REPORTING RELATIONSHIP

The intern will report to the Executive Director.

PRIMARY DUTIES & RESPONSIBILITIES

- Develop content for and manage social media channels (Facebook, Twitter, Instagram, LinkedIn, and YouTube), including coordinating posts with the AKR Program Fellows
- Develop blog posts for the AKR website
- Monitor growth and success rates of social media platforms
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging execution
- Assist with website copywriting, proofing, and/or updating, as needed

QUALIFICATIONS

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available approximately four hours a week
- Currently enrolled in a bachelor's degree program (or hold a bachelor's degree) or equivalent work experience
- Experience with Canva and Constant Contact is a plus

BENEFITS

- Résumé building experience in marketing and communications, relationship management, and other aspects of community relations and marketing
- Great opportunity to learn about the work of nonprofits and their impact on communities
- Increasing your network of contacts
- Class credit and/or internship credit (if applicable)

REFERENCES

References should speak to the applicant's ability to work with a team, integrity, professionalism, responsibility, and flexibility.

INTERNSHIP DATES (applicants may apply for fall, spring, and/or summer)

FALL: September 2020 through December 2020 (deadline to apply August 30th)

SPRING: January 2021 through May 2021 (deadline to apply December 4th)

SUMMER: May 2021 through July 2021 (deadline to apply April 30th)

TO APPLY

Submit your résumé, including contact information for two references to Dr. Dionne Jackson, Executive Director at djackson@arkidsread.org.

Learn more about our program by visiting www.arkidsread.org.