



SPRING 2022 DIGITAL MARKETING FELLOW – FULLY REMOTE Job Description

BASIC FUNCTION

The Digital Marketing Fellow 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 AKR within the community. The goal of this internship is to build awareness that will lead to increased volunteer and donor engagement.

REPORTING RELATIONSHIP

The intern will report to the Executive Director.

PRIMARY DUTIES & RESPONSIBILITIES

- Fully remote; intern can be located anywhere in Arkansas
- Develop content for and manage social media channels (Facebook, Twitter, Instagram, LinkedIn, and YouTube)
- Develop four blog posts for the AKR website
- Participate in 2-3 AKR virtual tutoring sessions, utilizing the experience to develop digital marketing content
- Submit monthly updates and reports to track 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 online
- Identify leaders and influencers and engage them in brand activities
- Work eight hours a week for 10 weeks

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, multitask, meet deadlines and to anticipate next steps
- Work effectively both independently and as part of a team
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. Google Analytics). Canva experience a plus
- Working knowledge of email marketing applications (e.g. Constant Contact)
- Currently enrolled in a bachelor's degree program (or hold a bachelor's degree) or equivalent work experience
- Must have access to stable internet connection and be able to utilize personal phone, computer and basic equipment (headphones, microphone, etc)

BENEFITS

- Stipend of \$800 upon completion of term
- 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

INTERNSHIP DATES

January 10, 2022, through March 18, 2022

TO APPLY

Email resume and brief letter of interest to info@arkidsread.org by Friday, December 3, 2021.