

INTERNSHIP DESCRIPTION

Digital Marketing Intern



Are you a social media maven who loves to capture memories, share news, and inspire interaction? If you're a quick draw with a smartphone, love the outdoors, and see an opportunity to enhance community where the physical and digital worlds meet, you may be a great fit for this position!

QUALIFICATIONS

- Professional presence, discreet working style, and desire to be a flexible, dependable, friendly, and cooperative member of the team
- Ability to fluidly and independently manage both creative and administrative tasks—your time will be divided between the field and the office
- A willingness to take creative direction and a knack for capturing and sharing inspired stories
- Strong organization skills—you'll coordinate many digital assets across multiple channels
- Professional familiarity with Facebook and Instagram preferred (i.e. you're more than an end-user of these services; you understand their role in a business context)

GENERAL EXPECTATIONS

- Comfortably work among energetic children and families in an outdoor setting that includes moderately challenging terrain, inclement weather, and rustic facilities
- Display a positive attitude and maintain a reputation for credibility, integrity, and fairness
- Consistently model and uphold Hale's [mission and core values](#)

PRIMARY RESPONSIBILITIES

1. Work with Director of Marketing and program directors to enhance community among summer program participants using Facebook, Instagram, and Constant Contact
2. Spend time in the field capturing photos and videos, conducting occasional interviews, and deepening your understanding of our programs and participants
3. Spend time in the office researching, social listening, crafting and editing content, drafting and scheduling posts, and monitoring analytics that include impressions, likes, and shares

WHAT YOU CAN EXPECT

In addition to a semi-flexible schedule, you'll build your portfolio as you work alongside fun-loving marketing professionals and program administrators. You'll collaborate with Hale's entire seasonal staff, extend your network, and take advantage of professional development opportunities.

You can expect to intern 2–3 days per week (12 hours total per week) between 8 AM and 3 PM from June 1–August 21 (exact dates negotiable). In addition to course credit as determined by your institution, compensation includes a \$1,200 stipend payable in three monthly installments of \$400.

APPLICATION PROCESS

Please email your cover letter, resume, and portfolio to Greg Freed, Director of Marketing, at gfreed@hale1918.org by March 1, 2020. Additionally:

- Include two writing samples (350-word max per sample)
- Review Hale's website and social media, create a mockup of a post you might suggest for our Facebook page, and briefly explain why the post would be effective based on your research

Hale is proud to be an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor. We are committed to a work environment in which our diverse cultures, perspectives, skills, backgrounds, and experiences are welcomed and respected.