MOUNTAIN COMMUNITY ACTION PROGRAM, INC.

INTERN DESCRIPTION

TITLE:
Communications & Marketing Intern

REPORTS TO:
Human Resources Manager

DESCRIPTION:
Mountain CAP seeks a dynamic, self-starter to assist marketing and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing while working for a well-known community based nonprofit organization.

Duties include:
• Update and maintain Mountain CAP social media presence, including scheduling Facebook updates
• Assist in planning, writing and managing quarterly Newsletter
• Draft, distribute and pitch news releases, media alerts and other stories
• Design flyers, graphics, and other marketing material for major events hosted by Mountain CAP
• Update the Mountain CAP website when needed
• Reach out to community organizations, general public and donors with the message about Mountain CAP’s mission
• Collaborate with staff on new ideas, directions, and venues for marketing and communications
• Organize & facilitate monthly Marketing Committee meetings including preparing and distributing agenda, along with taking minutes

Qualifications:
• Comfortable working with various tools and platforms in the social media space
• Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)
• Previous internship or related experience in marketing or communications is a plus
• Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Adobe InDesign and Photoshop highly desired. Knowledge of HTML and graphic design a plus
• An effective communicator, both written and oral
• Ability to communicate in a professional manner with press and community contacts
• Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
• Willingness to work on a flexible schedule
• Ability to work with indirect supervision in a busy environment
• Computer experience (must be comfortable with basic functions of excel)
• Energetic and friendly, committed to Mountain CAP’s mission

DURATION:
January – May 2019, May – August 2019, or August – December 2019

Days and hours are flexible, but ideal candidate would work 5 to 15 hours per week; schedule is negotiable. Minimum of one full semester commitment requested. Opportunities exist for longer duration with corresponding opportunities for growth. Position is unpaid. May work up to 5 hours from home.

TO APPLY:
Send resume & cover letter to bvernon@mountaincap.org with the Subject line: Communications & Marketing Intern
Or Mail resume & cover letter to: Mountain CAP, Drawer 1008, Marion, VA 24354