

## Marketing and Communications Intern

### Position Summary

The selected intern works as a direct assistant to the marketing and communications associate and the vice president of marketing and development. The marketing and communications intern is involved in a complete process of the development of community outreach for The International Center with regards to media (social and traditional), website upkeep, blog, The Center's Festival Fund, and external/community/stakeholder relations.

The selected intern works on specific projects assigned by both supervisors noted above.

Intern Position Responsibilities	Desired Learning Outcomes
<ul style="list-style-type: none"> <li>• Social Media Management                             <ul style="list-style-type: none"> <li>- Maintains The Center's social media accounts</li> <li>- Track and analyze social media analytics</li> <li>- Create monthly social media plans, with direct assistance from the marketing and communications associate</li> <li>- Recommend topics that most closely match The Center's expertise and audience's interests</li> <li>- Manage The Center's online photo library</li> <li>- Co-manage The Center's online blog</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• To understand social media trends and features for nonprofits</li> <li>• To identify and understand stakeholders' interests and be able to engage them in a variety of ways</li> <li>• To develop strong writing skills and be able to tailor messages to best promote The Center's mission, programs and services</li> <li>• To learn responsibility and accountability of managing an online blog, specifically scheduling, editing, layout and promotion.</li> </ul>
<ul style="list-style-type: none"> <li>• Newsletters and News Releases                             <ul style="list-style-type: none"> <li>- Write or assist in writing a variety of communication vehicles, including a bi-monthly newsletter</li> <li>- Serve as editor for The Center's blog</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• To develop business writing skills</li> <li>• To gain experience with a variety of public relations tools</li> </ul>
<ul style="list-style-type: none"> <li>• Marketing and Promotion Assistance                             <ul style="list-style-type: none"> <li>- Take photos at various events to capture The Center's programs and services</li> <li>- Provide support as needed to International Center events, working as part of the collaborative team</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• To gain understanding of The Center's outreach and marketing strategies and their functions in overall organization and program development</li> <li>• To learn and utilize effective marketing tools and channels in developing and promoting The Center's programs and services</li> </ul>

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<ul style="list-style-type: none"><li>• Festival Fund<ul style="list-style-type: none"><li>- Review applications</li><li>- Assist throughout various processes</li><li>- Keep documentation current, including updating power point presentation</li></ul></li></ul>	<ul style="list-style-type: none"><li>• To understand processes involved in the planning of small and large scale events</li><li>• To gain exposure to and experience in administrative processes</li></ul>
<ul style="list-style-type: none"><li>• Special Projects<ul style="list-style-type: none"><li>- Help plan, develop and implement new projects, assignments and tasks as assigned</li><li>- Help develop materials and present information on behalf of The Center</li><li>- Represent The Center in a professional manner at all times</li></ul></li></ul>	<ul style="list-style-type: none"><li>• To gain experience in design, development and execution of new projects</li><li>• To represent The Center at various events in a professional manner</li></ul>
<ul style="list-style-type: none"><li>• Creation of Marketing Materials<ul style="list-style-type: none"><li>- Design and develop marketing materials for The International Center which may include posters, fliers, invitations, email blasts and other materials</li><li>- Use a variety of resources to make these materials more creative and appealing.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• To understand what will get the stakeholder's attention in order to create more effective materials.</li><li>• To gain experience in design with different programs, and for different audiences</li><li>• To create images that will best represent The International Center as a strong, well developed organization.</li></ul>