

BOYS & GIRLS CLUBS OF CENTRAL MINNESOTA

INTERNSHIP DESCRIPTION

Position Title: Summer Marketing Internship

Basic Function: The Marketing Intern will report directly to the marketing manager. This position is responsible for the assisting in all duties and responsibilities of the marketing department, including (but not limited to) the Summer Benefit fundraiser, membership recruitment, public relations, managing the website and intranet, and updating and designing marketing brochures.

Internship Responsibilities:

- Assist in the development of marketing materials, press releases and other collateral regarding the event
- Assist in building the silent auction by making requests and picking up items
- Assist in relationship-building and scheduling with food vendors, entertainment, etc.
- Assist in all other areas regarding this special event, including decorations, signage, etc.
- Assist in setting up the day of the event – August 11th
- Photograph programming and develop program press releases to be used throughout the year
- Assist in the development of marketing materials, press releases and other collateral
- Assist in membership recruitment campaigns
- Assist in volunteer recruitment campaigns
- Assist in website management and intranet
- Update and design marketing pieces
- Photograph programming and develop program press releases to be used throughout the year

Qualifications:

- Knowledge and experience in public relations, marketing and graphic design
- Knowledge of Adobe InDesign, Adobe Photoshop and Publisher programs
- Excellent written and communication skills
- Demonstrates ability to relate well with children in a Boys & Girls Club environment
- Willingness to work as a team member

*** Interns may be eligible for a paid stipend, depending on the number of hours worked.

***Interested applicants may email Marketing Manager Aimee Minnerath at aminnerath@bgcmn.org with their resume, cover letter and a design sample.