



JOB DESCRIPTION

Job Title: Communications/Marketing Intern (Part-Time)
Department: Administration
Reports to: C.E.O.
Prepared by: Human Resources

Programs for Parents seeks a communications/marketing intern. This position is a great opportunity for a college student to gain valuable experience in an established non-profit environment. The communications/marketing intern will play a key role in editorial, marketing and digital initiatives.

Job Overview:

Reporting to the C.E.O., this position is responsible for building and executing a communication strategy that excites child care providers and prospective child care workers. This critically important role will expand the reach and raise Programs for Parents' public profile as we work to improve the capacity and quality of the child care community in Essex County.

Essential Duties and Responsibilities:

- Develop and implement a communications and marketing strategy
- Conceptualize, design and develop print materials and collaterals
- Edit print and electronic materials as needed
- Draft and edit media advisories, press releases, program brochures, fact sheets, etc.
- Assist with fund development activities
- Participate in a variety of planning and meeting activities with PfP staff
- Assist PfP in connecting and attracting interest in new and creative ways
- Assist with all other duties as assigned

Education and Experiences Required:

- Currently enrolled in a bachelor's degree program in marketing, communications or media relations

Knowledge and Abilities:

- Effective communication skills
- Excellent editing and writing skills
- Experience and facility with Microsoft Publisher and other Microsoft products
- Self motivated and self directed
- Highly organized with strong attention to details
- Strong understanding of social media and ability to utilize multiple electronic platforms as part of a social media marketing campaign

Physical Abilities:

- Ability to walk and climb stairs
- Capable of lifting of 25 lbs