



2023 Marketing Intern Job Description

Description of Position:

The Marketing Intern is a non-exempt position, that requires an average of 37.5 hours of work each week in office. The Intern reports to the Director of Communications and Scholarships, but also works closely with other staff members. Pays \$13 - \$15 per hour based on experience.

Skills:

The ideal candidate should have excellent communication skills, pay attention to detail, be a team player.

Duties and Responsibilities:

- Create a digital annual report for use on the foundation's website, social media as well as print copies.
- Develop and when applicable execute monthly campaigns for donors, fund representatives, etc. (create our own D. Brown plan) in an easy to use format.
- Review current marketing materials and create new materials relating to services offered to donors, in print and website.
Develop and plan National Philanthropy Day fund raising campaigns and year end giving opportunities for the next 2-3 years.
- Evaluate the foundation's social media presence and any suggestions for increased engagement of posts. Develop a standard post/video for grants awarded, news announcements, new funds, etc. Create and schedule content for scholarship opportunities from the 55+ scholarships the foundation offers for social media for non-traditional students, college students, and high school seniors.
- Create social media messages on youth philanthropy for Facebook.
- Update the fund listing video (front entrance TV).
- Evaluate the foundation's enewsletter layout and content for improvements and implement. Review contacts for enewsletter.
- Review and coordinate implementation of the Kane Communications Plan.
- Evaluate the foundation's website layout and content for improvements and implement.
- Create ad content for use in chamber directories, social media, etc.
- Develop a swag list for marketing give aways.
- Review and enhance donor stories on the foundation's website. Write stories for those needed. Obtain new or additional photos of donors where applicable.
- Arrange for special donor recognition through notes, cards and/or gifts when necessary.
- Identify and take photos around Noble County as sites/locations relate to fund held at the CFNC for use on website, donor stories, social media post.
- Reconnect with former scholarship winners and share their stories with donors and fund representatives. Create scholarship graduation survey and identify students to contact with the Dir. of Communications and Scholarships.
- Take new board member (and possibly staff members) photos for website and annual report.
- Create a "getting to know" our board members post on social media. Board member biography.
- Plan recognition/gifts for Noble Legacy Society members through out the year and next 2 years.

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- Participate and enhance customer service relations with donors, fund representatives, scholarship recipients.
- Routinely work in collaboration with other team members.
- Occasionally run business errands.
- Attend meetings when requested.
- Maintain cleanliness of office and common spaces throughout CFNC.
- Become familiar with CFNC employee handbook.
- Perform other duties and responsibilities assigned as necessary or requested by the Executive Director.

Updated 3/1/2023

