

Camp High Hopes

Marketing & Special Events Intern

Job Description

Job Title: **Marketing & Special Events Intern**

Classification: Intern

Required to live onsite at camp: No

Reports to: Advancement Director

Compensation: Stipend

Availability: Spring, Summer, Fall

Requirements: 3 days a week, 3-4 hours a day, flexible schedule

Qualifications:

- ♦ High School Diploma. Associates or Bachelor's degree preferred or in progress.
- ♦ Experience in marketing, fundraising, event planning, public speaking, public relations, and social media.
- ♦ Exceptional organizational skills and human relations skills required.
- ♦ Ability to work independently with limited supervision.
- ♦ Ability to work nights and weekends as needed to support special events as scheduled.
- ♦ Excellent written/verbal communication and attention to detail required.
- ♦ Knowledge in utilizing current computer software and applications including, but not limited to Salesforce.com, Microsoft Office (including Excel, Word, Outlook, PowerPoint, and Publisher), Adobe Acrobat X Standard, Animoto, Facebook, Twitter, and Wordpress.

Position Purpose:

The Marketing & Special Events Intern is responsible for providing support for the marketing and fundraising department. The intern will report to the Advancement Director and will further the mission of the camp through the completion of fundraising and marketing activities.

Primary Duties Include, but not limited to:

1. Assist in promoting Camp and events utilizing available tools and resources (ie, media including live/recorded TV/radio interviews, social media, e-news, website, direct mail, PSA's, etc.) including to develop, create, and distribute news releases on a regular basis and to coordinate news conferences as needed.
2. Assist in coordinating, promoting, and implementing the Camp's special events including volunteer coordination and sponsor solicitation.
3. Assist in promoting and managing the Camp's third-party fundraising event program including attending such fundraising events on weekends and evenings where 100% of proceeds are designated to CHH.
4. Assist in creating and distributing bi-annual Camp newsletter.
5. Assist in creating and distributing annual fundraising appeal.
6. Create mailing lists through utilization of donor software (Salesforce.com).
7. Assist in coordinating annual revision of Camp program and special event PSA's and coordinate schedule with media.
8. Assist in coordinating annual Camp program marketing material (brochure, print ads, etc.) revision with Program Director.
9. Provide tours of the Camp's facilities.
10. Be available to collect/pick-up checks and in-kind donations from donors.
11. Attend presentations about the Camp to interested groups.
12. Coordinate exhibits and vendor fairs with Program Director.
13. Research new grant opportunities. Assist in writing and submitting grant applications as applicable.

14. Create original marketing pieces using graphic design skills and software.
15. Handle highly confidential matters/information concerning donors, staff, and the corporation. Act in a professional, supportive, and caring manner to internal and external staff and campers.
16. Maintain compliance with personnel policies and procedures and behave in a manner consistent with all corporate compliance policies and procedures.
17. Complete special projects and perform other duties as assigned.
18. Regular and punctual attendance at location determined by employer.
19. Be at work on time and clean in appearance.

Other Job Duties:

- ♦ Other duties as assigned.

Relationships:

Reports to Advancement Director. Works closely with the Office Manager, Registration Specialist, and Program Director.

Equipment and Structures Used:

Equipment and structures used, but not limited to, includes: computer, calculator, telephone, copier, printer, and general office equipment.

Knowledge, Skills, and Abilities:

- ♦ Ability to work in an office environment.
- ♦ Ability to interact with members of the community, donors, board members, volunteers, staff, and customers.
- ♦ Ability to work extra hours, as needed, to prepare for and to be present at special events.
- ♦ Ability to be creative, innovative, and responsive.
- ♦ Ability to develop and maintain good working relationships with diverse groups of people.

Physical Aspects of the Position:

- ♦ Ability to communicate and work with staff and customers.
- ♦ Physical requirements of a Marketing & Special Events Coordinator include sitting, standing, some bending, and reaching. Requires eye-hand coordination and manual dexterity to manipulate office equipment. Requires normal range of hearing and eyesight to record, prepare, and communicate information to staff/customers. Requires the ability to lift up to 50lbs.

Goals and Outcomes:

- ♦ A deeper knowledge of media relations, including news releases, writing PSAs, live and taped interviews, and social media engagement.
- ♦ Tools to be an effective and efficient event planner.
- ♦ Knowledge of promotional and marketing materials targeted to a specific audience.
- ♦ Graphic design experience for projects used to promote and market the camp.
- ♦ An appreciation for donor and camp family relations.
- ♦ Experience researching and writing grants.
- ♦ A deeper understanding of marketing and fundraising, but also experience working for a local and highly-respected non-profit.

How to Apply:

Submit your cover letter, resume, and two references to Sarah Morgan at smorgan@camphighhopes.com. In your cover letter, please address what you would hope to get out of an internship with Camp High Hopes and how you can use your skills to benefit the camp and people with disabilities. Resumes must be submitted by February 28. Interviews will begin in early March.