



Updated July 1, 2020

## Marketing & Communications Internship

### Organization:

The vision of Design Outreach (DO) is to see marginalized and low-income communities transformed physically, economically, and spiritually. The mission is to alleviate global poverty through life-sustaining technology.

### Position:

Design Outreach is offering to provide a college student with first-hand experience working for a fast-paced, high-impact international nonprofit. Reporting to the Chief Stewardship Officer. The Marketing & Communications Intern (MCI) provides communications support in the areas of content development that will be executed through social media, email and web communications. The successful candidate will need to have and use a laptop computer, have access to reliable high-speed internet, a working microphone and webcam.

### Key Responsibilities:

#### Stewardship

- Research and develop key areas of DO's content strategy to develop evergreen posts that can be used between campaigns

### Key Responsibilities Details:

- Help build DO's social presence and followers by researching and engaging with appropriate organizations and individuals who can contribute to DO's content and reputation
- Provide social listening and intelligence around similar organizations and the type of content they are posting in order to like/share/repost but also build out DO's strategy further by best practices.
- Write specific content to support individual fundraising or awareness campaigns and modify content based on the channel which could include e-news, website and social media channels.
- Review and analyze results of posts and communications and provide insight and recommendations on content modifications, timing, audience or any other relevant data to improve DO's communications effectiveness.
- Research and identify appropriate social influencers in DO's areas of interest
- Analyze and report on the quality and nature of DO's social followers and develop recommendations for growing the base with quality social followers.

**Requirements:**

- To apply, you must be a full-time undergraduate student. Preference is to retain a student who is in their third or fourth year with appropriate, related course work and majoring in one of the following areas: public relations, communications, marketing, advertising and journalism. All applicants will be considered.
- Understand and support the mission of a Christ-centered organization dedicated to sharing the Gospel by word and deed.
- Passion and agreement with Design Outreach's vision and motivation, as outlined in the case for support and employee handbook.
- Outstanding communication (writing, oral and presentation) and interpersonal skills.
- Familiarity with social media tools such as Hootsuite
- Familiarity with email services such as MailChimp
- Intermediate to advanced Microsoft Office Suite and Google Suite skills.
- Strong knowledge of and experience working with MS PowerPoint, Excel and other presentation and analytical platforms.
- The ability to work effectively with Design Outreach donors, volunteers and allied organizations.
- Friendly and energetic disposition.
- Self-motivated with a high capacity for being detail oriented.
- Willingness to take the lead on new initiatives and learn new skills.
- Ability to work in a team-based, collaborative environment.

**Salary/Benefits:**

- This position is an unpaid internship requiring 10-15 hours a week and can be performed as a remote team member via technology. Intern will receive practical experience, which will give them an advantage when applying for positions in the outside job market.

**Timeline:**

- Position start date is negotiable, and interviews will be ongoing until position is filled.
- Please send cover letter/resume to Rhonda Davis-Comoretto at [rhondadc@doutreach.org](mailto:rhondadc@doutreach.org)