

2018 Marketing Communications Internship

We're Girl Scouts – 2.7 million strong! Each member of our team brings a talent, passion, and perspective that's unique. Every day, we come to work with our mission in mind, because we want to give every girl the opportunity to realize just how special she is and what she's capable of. Our team is comprised of committed people who work together to bring the Girl Scout experience to girls in our communities and empower them to take steps toward a positive future.

Girl Scouts of Eastern Washington and Northern Idaho (GSEWNI) is looking for someone with vision and energy to help us with our mission to build girls of courage, confidence, and character. We believe an internship is an important part of career preparation. An internship should be used to help you identify a career path in marketing and communications, public relations, design, or related field; to gain experience and expertise in what you already like to do; determine the skill level you need to develop to be successful after graduation; and build your resume with this marketing, communications, and recruitment strategies experience.

The Marketing Communications Intern reports to the Marketing Manager and collaborates with various departments including philanthropy, events, and community engagement.

Duties and Responsibilities

- Develop digital and print collateral pieces for GSEWNI's various marketing initiatives. These deliverables include, but are not limited to:
 - Web Banners
 - Invitations
 - Logos
 - Signage
 - Flyers
 - Newsletters
- Schedule and conduct interviews with Girl Scouts, adult members, and volunteers
- Write press releases and feature stories for media and GSEWNI publications
- Create content for GSEWNI website and social media platforms (Facebook, Twitter, Instagram, LinkedIn, Hootsuite, etc.)
- Proofread various materials and offer suggestions for improvement
- Assist with PR/Marketing plans
- Conduct analytics and reports
- Assist with advertising plans and media buying
- Write TV/Radio scripts
- Provide recruitment/event support

Skills and Experience

- College Junior or Senior working toward a degree in Graphic Design, Marketing/Advertising or Communications
- Proven written abilities
- Excellent verbal and written communication skills
- Proficient in Adobe Creative Suite
- Basic knowledge of the print process
- Understands the principals of branding and collateral development
- Strong attention to detail
- Ability to take and edit digital photographs (Photoshop, InDesign, Illustrator software proficient)
- Highly-motivated, hands-on, creative, enthusiastic, and possess and can-do attitude
- Must enjoy working in a collaborative, high-pressure, fast-paced, and deadline-oriented environment

Working Details

- This Internship is a flexible unpaid position, and can coincide with your school quarter or semester
- Intern must subscribe to the principles of Girl Scouting by becoming a registered adult member
- Please include samples of your writing and design work as part of your application submission

Misc

- This is an **unpaid** quarterly Internship for 8-24 hours per week (or more, dependent on student's school requirements).

Please submit your resume, cover letter, and a few work samples to:

Kaley Burke
Marketing Manager
kburke@gsewni.org