

Marketing Communications Intern - The Right Place, Inc.

Summary

This position will play an active role in The Right Place's marketing and communications department. They will be responsible for assisting the team in implementing the organization's marketing and communications strategy. This internship is an excellent opportunity to gain hands-on professional experience working on a variety of marketing and communications efforts in a non-profit environment, including social media, web content management, email marketing, and public relations.

The right candidate for this position will be enrolled in the third or fourth year of an accredited Bachelor's degree program in Communications, Marketing, or other related field. They will possess a strong work ethic and enthusiasm to gain new knowledge and experience. This position reports to The Right Place's Marketing and Communications Manager.

Responsibilities

- **Email marketing:** Assist with creating and sending out monthly newsletters and event promotions.
- **Website:** Assist in the development and maintenance of content for organization's websites.
- **Social Media:** Work alongside the team to execute the organization's social media strategy, using LinkedIn, Facebook, and Instagram, and create social media graphics using Canva.
- **Analytics:** Assist team with monitoring analytics through Google Analytics and Sprout Social, and make suggestions for improvement based on findings.
- **Research:** Research and report on best practices in the industry for digital marketing.
- **Public Relations:** Assist with the organization's digital public relations efforts to promote press releases, assist with first drafts, writing quotes, sharing press releases on the website, e-blasts, and social media.
- **Events:** Support the marketing and execution of events as needed.
- **Promotion Schedules:** Assist with creating promotion schedules (e-blasts, social media posts, and social media ads, etc.) for various events.
- Other marketing and event support duties as assigned.
- There is opportunity for other responsibilities to be developed based on the selected candidate's strengths and interests.

Required Skills

- Currently enrolled and pursuing a Bachelor's degree in communications, marketing, or other related field.
- Strong written and verbal communication skills
- Self-starter with ability to manage multiple projects in a fast-paced, deadline-driven environment.
- Personal or professional experience using Instagram, Facebook, and LinkedIn.

Schedule and Pay

- Must be available to start as soon as possible
- 15-20 hours a week scheduled in-office, between the hours of 8:30am – 5:00pm M-F.
- Pay rate is \$15 per hour

Apply

To apply, please send a resume and writing sample to Allyssa Murphy at murphy@rightplace.org.