



## **MARKETING INTERN Job Description**

Easter Seals Oklahoma has an opportunity for a Marketing Intern. Under the direction of the development director, you will have the opportunity to be a contributing member of a fun and friendly team of nonprofit professionals while assisting in fundraising events and campaigns, providing community awareness, and telling our story. This is a wonderful opportunity that will add real-world experience in fundraising, marketing, and communications to your resume.

Operating since 1925, Easter Seals Oklahoma helps create abilities for children and adults with disabilities through programs including: an Early Learning and Inclusion Academy; an Adult Day Health Center; parent and caregiver education and support; speech therapy and occupational therapy for children; and scholarships to children and adults who need financial assistance with rehabilitative equipment.

This internship is offered to college students who are majoring in Marketing, Public Relations, Communication, Nonprofit Management, and/or related fields.

### **Duties and Responsibilities:**

- Assist in creating a social media fundraising campaign
- Create social media content and monitor its effectiveness
- Research the best social media avenues to reach current and new audience
- Assist in growing an online community by engaging guests via social media
- Assist with the development of stewardship and solicitation campaign materials
- Assist with planning and organization of fundraising and awareness events
- Draft newsletter and website articles, as well as social media content by interviewing and taking photos and videos of participants and family members
- Draft press releases, media alerts, and other stories
- Assist in Ad-hoc projects

### **Candidates must possess the following:**

- Interest in non-profit fundraising, marketing, and communications
- Excellent organizational skills, attention to detail, and ability to manage several projects at once
- Superior oral and written communication skills
- Strong computer skills and knowledge of communications software (Microsoft Office, Excel, Publisher; MailChimp; Wordpress; etc.)
- Experience with social media platforms, specifically Facebook and Twitter
- A positive attitude and willingness to learn and help with other tasks as needed
- Interpersonal skills that excel in cultural sensitivity and respect for differences
- Professional image and judgment when dealing with participants, volunteers, donors, and staff

This is an unpaid internship and will require 10-20 hours/week. Intern should commit to at least one full academic semester. Working hours are negotiable and can be arranged around your class or work schedule.

Submit cover letter and application to [drucker@eastersealsoklahoma.org](mailto:drucker@eastersealsoklahoma.org) or mail to Debbie Rucker, Easter Seals Oklahoma, 701 NE 13<sup>th</sup> Street, Oklahoma City, OK 73104.

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