

## **New Horizons Shelter and Outreach Centers**

### **JOB TITLE**

Marketing Intern

Reports to the Volunteer and Education Coordinator

### **LOCATION**

The marketing intern works on-site in La Crosse, WI, in our various locations.

### **TIME COMMITMENT**

Work 8 hours per week, or what your credits require, between 8-4 pm for the duration of the semester.

### **SPECIFIC RESPONSIBILITIES**

- Assist in marketing and advertising promotional activities (e.g. social media, direct mail, and web)
- Create 3-5 social media posts per week
- Help distribute marketing materials
- Assist with event planning and promotion
- Table at community events
- Review presentations for Advocacy Training to make them more dynamic and engaging

### **QUALIFICATIONS/SKILLS:**

- Applied understanding of basic marketing principles
- Familiarity with social media strategy and platforms
- Creative problem-solving skills
- Self-starter with the ability to work independently
- Comfortable with multitasking in a deadline-driven environment
- Excellent written and verbal communication skills
- Understanding of SEO techniques and best practices
- Basic photography, image and video editing, and graphic design skills

### **EDUCATION AND EXPERIENCE REQUIREMENTS:**

- Currently working towards an Associate's or Bachelor's degree in marketing, business, or a related field
- Successful completion of introductory courses in marketing, business, or equivalent
- Proficient with the use of Microsoft Office
- Previous experience with the use of Adobe Creative Cloud, Canva, etc.

All interns must successfully pass a fingerprint background check to be considered.