

Marketing Intern

Warriors & Quiet Waters

Summary

The marketing intern will assist the Marketing Director with the implementation of WQW's marketing strategies, communications, and public relations. They will help with the execution of targeted campaigns that influence current and prospective donors, volunteers, or program participants to take action. The Marketing Intern will report to the Marketing Director and work closely with both the Program and Development teams.

Reports to: Marketing Director

Essential Duties and Responsibilities:

- Brand Management
 - Ensure that brand identity, messaging, and marketing strategy are infused in all organizational efforts.
- Event Marketing
 - Collaborate with the Development team to provide marketing support for WQW-hosted and third-party events.
- Graphic Design
 - Maintain brand consistency across all platforms and materials
 - Design and create collateral based on departmental needs
- Email Marketing
 - Write, design, and create weekly campaigns, including monthly eNewsletter
 - Analyze data and email marketing strategy and find better solutions for engagement and growing lists
- Social Media and Website
 - Manage existing social media accounts (Facebook, Instagram, LinkedIn, YouTube)
 - Create and update content for WQW's website
 - Write engaging blog posts

Preferred Skills, Knowledge, Abilities, and Background:

- Proficiency with Microsoft Office
- Proficiency with social media
- Knowledge of WordPress, Constant Contact, and HubSpot a plus
- Passion for working with and supporting veterans
- Desire to learn about nonprofits, familiarity a plus
- Comfortable working independently
- Excellent communication skills, both written and verbal
- Strong analytical and problem-solving skills
- Strong organizational skills with attention to detail
- Ability to meet deadlines