FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Marketing Intern

The Marketing Intern will provide hands-on, tactical experience supporting initiatives across Marketing and Communications. The Marketing intern will help with content creation and digital marketing in support of association and branch marketing needs while contributing to projects that directly impact membership and program growth.

Responsibilities:

- Support marketing campaign planning and execution.
- Write copy for social media posts, promotional emails, and other marketing collateral.
- Assist in the creation of written, video, and image content for marketing channels.
- Assist in the management of website SEO.
- Take part in formal and informal training opportunities.
- Measure and report the results of marketing initiatives.

What We Are Looking For:

- Applied understanding of basic marketing principles
- Familiarity with major social media platforms (Facebook, X, YouTube, etc.)
- Creative problem-solving skills
- Self-starter with ability to work independently
- Comfortable with multitasking in a deadline-driven environment
- Excellent written and verbal communication skills
- Basic photography, image and video editing, and graphic design skills
- Strong attention to detail and organizational skills
- Interest in marketing technology such as CRMs and marketing automation
- Strong written and verbal communication skills

Education and Experience Requirements:

- Bachelor’s degree or currently pursuing a degree in Marketing, Business, Communications, Analytics, or related field
- Successful completion of introductory courses in marketing, business, or equivalent
- Proficient with the use of Microsoft Office Suite
- Previous experience with the use of design tools such as Adobe Creative Suite, Photoshop, Canva
- Experience with social media management tools a plus