

Asian Hope Marketing/Social Media Intern

Job Description

Duration: January 2017-May 2017

Summary

The Asian Hope Marketing/Social Media internship is designed for current undergraduate and/or graduate students who have a goal of being a leader in the non-profit sector. The purpose of the internship program is to help undergraduate and/or graduate students further cultivate their skills through a real-life work experience.

The Marketing/Social Media Internship will provide the opportunity to assist Marketing & Advancement staff with coordination, implementation and measurement of strategic marketing programs and projects at Asian Hope's headquarters based in Denver, Colorado.

Required Skills

Duties & Responsibilities:

Throughout the internship, duties and responsibilities could include:

- Providing overall marketing support for signature campaigns
- Assisting with social media efforts
- Assisting with outreach programs
- Supporting advertising efforts
- Cultivating relationship with media/advertising sources
- Writing and distributing press releases & blog posts
- Supporting other key initiatives of the Advancement department as assigned

Knowledge and Abilities:

- Excellent communication skills with the ability to confidently and clearly communicate information verbally and in writing
- Ability to maintain a high level of confidentiality with donor database
- Experience with social media
- Strong project management skills

- Proficiency in MS Suite and internet research tools
- Ideal but not required, experience in Adobe Photoshop, Constant Contact and HubSpot

Required Experience

Education/Experience: The ideal intern will be a Sophomore, Junior or Senior working toward a Bachelor's degree (B.A.) or higher in Marketing, Communication or a related field; Knowledge of and experience with the Asian Hope mission and work is preferred.