



## Digital Marketing Intern

### Overview

S.O.U.L. Foundation seeks a motivated and dynamic Digital Marketing Intern looking to gain a range of experiences in an international development organization and to help us improve our marketing strategies.

We are interested in people with analytical minds and backgrounds (or studies) in media, marketing, advertising, and/or communications. You will become an integral part of our team while receiving hands-on experience and become a marketing leader.

The Digital Marketing Intern will work in close collaboration with the Director of Operations, Director of Development, and Communications and Operations Manager.

### More about S.O.U.L. Foundation

Built upon a foundation of trust and collaborative solutions, S.O.U.L. Foundation focuses on using a community-development driven model to eradicate poverty in rural Eastern Uganda. Our mission is to foster sustainable and vibrant Ugandan communities through unique partnerships focused on education, women's empowerment, food security and maternal health. For more information, please check out our website: [www.souluganda.org](http://www.souluganda.org)

### Time/Duration

This is a 3 month internship with a possible extension. Anticipated training will be at the end of February with the internship running March-May 2018. The internship will be 15–20 hours per week (2-3 days per week) preferred. Work days can be flexible as needed.

### Location

Posner Center for International Development – 1031 33rd Street, Suite 174, Denver, CO 80205

### Duties & Responsibilities

- Create and apply inbound marketing techniques (content marketing, social media marketing, SEO, branding, blogging, etc.)
- Co-manage and create engaging posts across our social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Brainstorm, write, and edit monthly blog posts and quarterly e-newsletters
- Track marketing metrics and analytics to determine KPI's (Key Performance Indicators)
- Prepare performance reports (social media, web analytics, etc.)
- Co-edit/manage content on Squarespace website
- Conduct customer data research (GIS, demographics, etc) to create donor profiles
- Assist with the public phase of upcoming capital campaign
- Aid with utilizing Salesforce as a digital marketing tool
- Help develop, organize, and execute marketing materials for S.O.U.L. fundraising events
- Collaborate on developing overall organizational marketing collateral and boilerplate materials

*Fostering sustainable and vibrant Ugandan communities through unique partnerships focused on education, women's empowerment, food security and maternal health.*

[www.souluganda.org](http://www.souluganda.org) | [info@souluganda.org](mailto:info@souluganda.org)

S.O.U.L. Foundation, Inc. | 1031 33rd Street Suite 174 | Denver, Colorado 80205



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in line with the organization's branding guide

- Undertake other tasks as assigned

### Qualifications

- Bachelor's Degree, or in process, in marketing, communications, media, or equivalent
- If currently in school, ideally completed at least your junior year
- Strong written and verbal communication skills
- Quantitative analytical skills and aptitude
- Strong software use skills including in-depth knowledge of Microsoft Office applications (Word, PowerPoint, Excel) and aptitude to quickly learn new tools
- Familiarity with Gmail and Google Drive
- Experience managing social media platforms
- Proficiency in Squarespace, MailChimp, and Google Analytics a plus
- Proficiency in Salesforce or other CRM system is a plus, but not required
- Self-starter: ability to manage your time effectively with a varied workload and flexibility to work on multiple projects at once

### Compensation & Benefits

This position is unpaid, but it offers the following benefits:

- Access to the Posner Center, the hub of Colorado's international development community, and work in an open office setting
- Opportunity to attend community events, trainings, workshops hosted by the Posner Center and/or Posner Center tenants and members
- Become an essential part of the committee for our upcoming capital campaign
- Develop a range of professional skills relevant to nonprofit work and the international development field
- Continuous support and supervision from Director of Operations and Communications and Operations Manager

### To Apply

Applicants should send a resume and cover letter describing their interest in the position and relevant experience to [jobs@souluganda.org](mailto:jobs@souluganda.org) by February 28th for best opportunity of an interview. Please include "[Your Name] -Digital Marketing Intern" in the subject line. Applications will be reviewed on a rolling basis. Incomplete applications will not be considered. **No phone calls.**

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