**Virtual Marketing & Communication Internship**

StandUp for Kids - Orange County was launched in 2003 with a single focus: to end the cycle of youth homelessness in our community. We work to provide basic needs, housing, mentoring support, care, and love to at-risk and homeless youth ages 12-24.

Website: [www.standupforkids.org/orangecounty](http://www.standupforkids.org/orangecounty)

Number of positions open: 2

This position reports to the **Marketing Coordinator**

* + - This is an unpaid internship.

**Essential Functions:**

As a Marketing & Communication intern, you will be responsible for the following:

**Marketing tasks:**

* + Work in cooperation with other members of the leadership team to determine the marketing needs of the organization
  + Assist Marketing Coordinator and leadership team to define marketing goals and strategies
  + Create print materials for program use, including brochures, flyers, posters, giveaways, etc.
  + Work with Special Events coordinators (48 Hours; Forum/Homeless Youth Month, etc) to create collateral pieces to promote the events and assist when needed
  + Lead media campaigns throughout the year and at special event
  + Assist in creating presentations for various community groups
  + Draft articles and/or press releases
  + Assist in maintaining a marketing calendar
  + Help to coordinate marketing events
  + Help to evaluate marketing effectiveness
* Conduct market research and analyze consumer rating reports/ questionnaires
* Employ marketing analytics techniques to gather important data (social media, web analytics, rankings, etc.)
* Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success
* Prepare and deliver promotional presentations
* Create, Compose and Post online content on the company’s website/blog and social media accounts (Instagram, Facebook, Youtube)

**Educational Requirements**  
Applicants must currently enrolled in an accredited college/university majoring in **marketing, communications or a similar field;** or be a recent graduate who completed their degree in one of the above-mentioned fields.

**Qualifications & Requirements**

* + Intern must be 18+ years of age.
  + Submit an application, 3 forms of reference, and a copy of a photo ID.
  + Pass a criminal background check and submit the $18 fee.
  + Completion of all required orientation and training.
  + Must maintain regular attendance
  + Must properly handle and maintain confidential information
  + Submit hours once a month.
  + Complete evaluation surveys as requested by staff.
  + Successfully complete an interview for a position with staff member.
  + Excellent written and oral communication skills
  + Ability to research information and prepare collateral and other correspondence
  + Minimum 8-10 hours per week for 3 - 6 months. Hours can be scheduled in 3- to 8-hour blocks of time during regular business hours (Monday through Friday between 8 a.m. and 5 p.m.). Applicants able to schedule the maximum hours/duration listed for this internship typically gain a more in-depth experience.

**Benefit to Interns**  
  
Although this is an unpaid internship that does not lead to paid employment or include employee benefits, students or recent graduates are offered an excellent opportunity to:

* + Build resumes and explore career options
  + Apply academic skills and knowledge to the workplace
  + Fulfill college/university internship requirements
  + Network in their fields of interest with professionals who are dedicated to making a positive difference in Orange County
  + Intern with one of the premier employers in the region

**To apply**

1. Email [justines@standupforkids.org](mailto:justines@standupforkids.org) with your resume.
2. Complete the following form <https://forms.office.com/Pages/ResponsePage.aspx?id=MlwY0O9QLkKUT8IiEKhaAYjbXIvTy0RPgNdnyBwAFk5UMThPQ1BCRFdaT0NBMUM2RUdIQlo1NFZHVi4u>
3. Complete necessary paperwork
4. Successfully pass background check and submit $18 fee for processing
5. Attend Orientation and Training