



## 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=MlwY009QLkKUT8liEKhaAYjbXlvTy0RPgNdnyBwAFk5UMThPQ1BCRFdaT0NBMUM2RUdIQlo1NFZHVi4u>
3. Complete necessary paperwork
4. Successfully pass background check and submit \$18 fee for processing
5. Attend Orientation and Training