

**Position Title:** Digital Marketing Intern

**Organization Overview:** Voices for CASA Children is a 501(c)(3) nonprofit organization that works to support the nearly 13,000 abused and neglected children in the Maricopa foster care system through the Court Appointed Special Advocates (CASA) Program. Our mission is to give every lost and voiceless child a brighter future.

**Position Summary:** The Digital Marketing Intern will work directly with the Marketing Staff to develop and execute marketing campaigns through various platforms including Facebook, Twitter, Instagram, LinkedIn, and other channels.

**Essential Duties:**

- Conduct thorough research of social media marketing strategies
- Work with Marketing Staff to develop a strategic marketing plan to meet established goals
- Work with Program, Events and Marketing staff to plan and execute campaigns related to recruitment, events and other initiatives through Social Media
- Work with Marketing Staff to manage volunteer Marketing Team members
- Participate in Marketing Team meetings
- Other Responsibilities as Assigned

**Required Skills & Characteristics**

- Strong written and verbal communication skills
- Desire to work as part of a team
- Mission and purpose-driven
- Ability to work across various media platforms
- Experience in graphic design
- Experience in SEO and keyword optimization preferred
- Experience in WordPress preferred

**Skills Gained**

- Strategic Planning
- Marketing Strategies
- Social Media Advertising
- Volunteer and Team Management
- Event Promotion
- Website Design & Maintenance
- Brand Management
- Opportunities to Build Your Portfolio

**Time Commitment:** 10 Hours per week for 10 weeks

**Compensation:** Individuals who complete this internship will be eligible to receive a \$500 stipend for their service, gain exposure to working in the non-profit field, and have a positive impact on their community.

**Additional Information:** This internship is intended to be a learning experience for the student and the intern is not guaranteed a paid position at the conclusion of their service. Interns work under the close supervision of staff and the program is designed to be for the benefit of the student.

If a student wishes to receive academic credit for this internship, the burden is on the student to determine whether this internship meets the appropriate guidelines for their program.