



### **Job Description**

**TITLE:** Marketing/Communications Intern  
*PT/Term – paid internship*

**REPORTS TO:** Marketing Manager

**PURPOSE:** Assist Marketing Manager in the day-to-day marketing functions of the credit union including, but not limited to: advertising campaigns, graphic design, promotions, media relations, social media campaigns, website management, business development, trade shows, and clerical work.

**EXPERIENCE:** Knowledge of best practices for businesses on social media, experience with Adobe InDesign, customer service experience

**EDUCATION:** Must be enrolled in Marketing or Communications program at an accredited university. Junior or senior status.

#### ***DUTIES AND RESPONSIBILITIES:***

1. Participate as a member of the marketing department
2. Assist in the monitoring and execution of the marketing plan and corresponding marketing budget.
3. Assist with advertising including creation of ads (graphic design), working with local media outlets to place advertisements, and tracking/data analysis of ads & campaigns.
4. Assist with social media campaigns.
5. Assist with analyzing marketing programs for qualitative feedback on effectiveness.
6. Assist with design of internal and external newsletters, memos, and other communication pieces.
7. Assist with minor updates to website.

8. Call potential business partners to present credit union information
9. Contact current business partners to keep updated contact information and general business information
10. Assist with trade shows/business partner on-sites – set-up to break-down.
11. Assist with coordination of charitable events and activities
12. Other duties as assigned.