



Marketing and Communications

Unpaid Internship – Marketing and Communications Intern

Long term commitment, 15 – 20 hours / week

Job Purpose:

To be responsible for supporting the development and execution of WTC Tacoma's marketing plan

Duties:

- Develop, manage and maintain a system for capturing and updating organization and data information within company systems – including website, social networking sites, presentation templates, and other select office marketing collateral
- In coordination with Staff, maintain website and social networking site content and proactively seek out opportunities for advertising and promotion within appropriate venues
- Coordinate the production and distribution of various communications with the membership and other interested parties including broadcast emails, e-newsletter, etc.
- Assist in media scheduling and proofing of press releases
- Carefully monitor and report on communications response data and other performance and marketing metrics
- Maintain marketing plan flowchart
- Supports staff by providing relevant marketing data, membership analyses, market research, etc.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments

General Skills/Qualifications:

Writing, Marketing Research, Project Management, Reporting, Understanding the Customer, Process Improvement, Initiative,

Technical Skills:

Microsoft Office programs incl. Word, Excel, Outlook, Powerpoint. Additionally, experience with Vertical Response, Word Press, Facebook, LinkedIn desired.