



Marketing Intern Job Description

Organization Overview:

To You From Us is a community based nonprofit organization on a mission to help children and families living in marginalized communities with resources to break cycles of poverty and become self-sufficient through STEM: Service, Training, Education and Mentoring.

Position Overview:

The Marketing Intern will assist the Director of Marketing & Communications in implementing the marketing and communication strategies of To You From Us (TYFU). This role provides an excellent opportunity to gain practical experience in a dynamic non-profit environment, contributing to branding, public relations, digital marketing, and community engagement initiatives.

Key Responsibilities:

- **Support in Content Creation:** Help in crafting and curating content for various communication channels such as newsletters, social media, and websites. This includes writing copy, creating visual content, and ensuring consistency in messaging.
- **Event Assistance:** Play a supportive role in organizing and marketing TYFU events, including donor cultivation and community outreach events. Responsibilities may include event planning, attendee management, and promotional material development.
- **Digital Marketing Support:** Assist in managing TYFU's social media profiles and email campaigns, including content creation, schedule management, and basic analytics review.
- **Media Relations Support:** Help in preparing press releases and media kits, as well as maintaining relationships with media contacts under the guidance of the Director.
- **Brand and PR Strategy Execution:** Support the implementation of branding and public relations strategies that effectively convey TYFU's mission and initiatives.

- **Research and Reporting:** Conduct research on market trends, competitor analysis, and community needs to support strategic planning. Assist in preparing reports on marketing metrics and campaign outcomes.
- **Stakeholder Engagement:** Assist in engaging various stakeholders through marketing initiatives designed to increase awareness and support for TYFU.

Qualifications:

- Currently pursuing a degree in Marketing, Communications, Public Relations, or a related field.
- Strong writing and verbal communication skills.
- Basic understanding of digital marketing tools and platforms, including social media management.
- Creative thinker with an eye for design and attention to detail.
- Ability to work collaboratively in a team environment.
- Passionate about community service and aligned with the values and mission of To You From Us.

Learning Opportunities:

- Gain hands-on experience in strategic marketing and communications within a non-profit context.
- Develop skills in content creation, brand management, and digital marketing.
- Build relationships with professional contacts in the non-profit and marketing sectors.
- Participate in meaningful work that makes a direct impact on the community.

This internship position is designed to be both educational and practical. By the end of the internship, the intern will have gained a broad understanding of how non-profit organizations utilize strategic marketing and communications to achieve their mission and expand their influence.