



3490 Lexington Ave. N. #360 • Shoreview, MN 55126 • 651-484-9400

## Marketing Intern Job Description

### Mission of Youth Leadership

*The mission of Youth Leadership is to transform the lives of teenagers by equipping leaders, parents and churches. We offer excellent training that is relevant and practical. We provide a relational environment in everything we do and we love the chance to come along side of youth, children's and family ministry workers in the field so they can impact the lives of the next generation.*

Accountable to: V.P. of Strategic Initiatives and Development

### Position Overview

The Marketing Intern will be responsible for assisting the organization in the development and implementation of its marketing, business development and public relations plan. He / she will be immersed in on-the-job training, gain conceptual knowledge, along with the hands-on experience of completing specific tasks associated with marketing. He / she will have an opportunity to work in a casual, fun, ministry environment while developing working knowledge of social media, print and promotional marketing which will be able to be translated into future career opportunities.

### Responsibilities:

- Create and implement social media marketing plan to expand Youth Leadership digital footprint, subscribers and leads.
- Identify and execute opportunities to improve Youth Leadership as an organization and our content search rank. This includes managing and improving organic search engine performance based on click through rates, traffic and conversions
- Assist with development and tracking email campaigns to ultimately increase our marketing success
- Assist with creation and production of Annual Report
- Connect with influential media outlets and journalists to place stories about Youth Leadership and other initiatives
- Create and manage a 'communication database' of photographs, quotes and stories
- Create a strategy and implement marketing plan to be used at Youth Leadership's booth at conferences.
- Research local Youth Ministry Networks, compile list of when they meet, who the key contacts are, and report on how Youth Leadership can support these networks
- Assist with marketing plan for newly launched Youth Ministry Certification Program

### Qualifications:

- Firm grasp of available tools and platforms in the social media space
- Highly creative and an excellent communicator
- Completed or working toward a college degree, preferable with an interest in non-profit organizations and / or marketing
- Proficiency in using social media. Strong Word, Excel knowledge required.
- Ability to communicate in a professional manner with press and community contacts.
- Self-motivated, exceptional organization and interpersonal skills, detail-oriented, ability to multitask, prioritize and meet deadlines
- Enthusiasm for the mission of Youth Leadership and the leaders we serve
- Be on time, work hard and have fun

Start Date: Position open until filled, requires 3 – 6 month commitment

Hours: Approximately 5 – 10 hours per week, based on applicant's availability. Flexibility is part of this internship.

Compensation: This is an unpaid / volunteer internship but can arrange to receive college credit

Please submit resume to Amy McGrew, Office and Events Manager.  
[amy.mcgrew@youthleadership.org](mailto:amy.mcgrew@youthleadership.org)

[youthleadership.org](http://youthleadership.org)