



JOB TITLE: Marketing Intern

REPORTS TO: Executive Director, Development Director, Operations Director

LOCATION: 315 4th St. S. La Crosse, Wisconsin – serving 15 counties.

JOB SUMMARY: The Marketing Intern serves as an integral team member of the agency's administrative, marketing, and fund development section to assist in various day-to-day administrative and marketing tasks.

SKILLS AND KNOWLEDGE REQUIRED:

- Accepting students classified as Sophomores, Juniors, and Seniors (preference for Juniors and Seniors).
- Minimum GPA of 2.75.
- Availability to work at 12-15 flexible hours per week for the duration of the school semester.
- Familiar with Graphics applications. (Publisher, Canva).
- Must be available to work from our downtown office.
- Strong communication and interpersonal skills.
- Comfortable talking on the phone.
- Must be able to work independently and also work as part of a small team.
- Organized with attention to detail.
- Must be self-motivated, flexible, and able to manage multiple priorities.
- Intuitive and idea driven with the ability to be a self-starter.
- Familiarity with Microsoft Office Suite (Outlook, Excel, PowerPoint, etc.)
- Schedule must be flexible enough to be able to attend occasional evening or weekend events or activities as needed.

EDUCATION AND WORK EXPERIENCE REQUIRED:

- A high school diploma or equivalent preferred; currently enrolled in undergraduate or graduate studies preferred. Majors in the Business, Marketing, and/or Communication fields are preferred.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assists as Community Relations/Marketing team member with the BBBS7RR staff.
- Support key elements of the agency marketing program including PR, social media, website development, e-communications, outreach events, speaking engagements, fundraising campaigns and general marketing of the agency and its programs.
- Assists with presentations to outside organizations to promote the agency.
- Promote adherence to BBBS brand guidelines and maintain shared resources for staff.
- Provide assistance relative to all BBBS7RR administrative and marketing efforts, to include special fundraisers and other administrative tasks.
- Assists in drafting press releases and media advisories to secure coverage for newsworthy happenings within the Agency.
- Manage Agency social media accounts including but not limited to Facebook, Instagram and LinkedIn.



- Represents the Agency at community and program events.
- Assists other BBBS7RR staff as needed and necessary.

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties and responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. BBBS may change the specific job duties with or without prior notice based on the needs of the organization.

EQUAL EMPLOYMENT OPPORTUNITY

At BBBS we are committed to providing an environment of mutual respect where equal employment opportunities are available to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or disability.