

Marketing & Event Internship



Description:

As a Marketing and Event Intern for Women Helping Women Fund, you will work with the Marketing & Events Coordinator and various Board Committees to improve our brand awareness and visibility and to assist with event planning and implementation.

Responsibilities include but are not limited to:

Marketing

- Post regular content on Facebook, Twitter and Instagram (may be posted live or scheduled using a tool like TweetDeck or Hootsuite) ensuring uniform content and tone of voice for various channels
- Assist with creating and editing content for e-newsletters and website updates
- Plan and implement an ad strategy for Facebook Ads to increase discussion around and attendance to our Annual Luncheon
- Increase the number of followers we have on all channels through compelling content and utilizing best practices designed to increase audiences and build engagement, such as polls, video, questions, etc.
- Monitor and respond to posts and messages. Flag any problematic posts to the Marketing & Events Coordinator
- Participate in content mapping sessions to establish future content ideas and to ensure compliance with the social media, editorial and marketing calendar.
- Report on social media analytics on a monthly basis.

Event

- Assist Marketing & Events Coordinator & various committees with tasks leading up to seasonal events such as the Giving Circles Reception (Nov 1) and Annual Benefit Luncheon (late May)
 - o Tasks may include:
 - Managing raffle donation collection
 - Assisting with outreach calls to table captains and attendees
 - Creating regular email updates for table captains

At the conclusion of the internship, we ask you present to the Communications Committee a reflection about your intern experience (i.e.-learning, personal growth story, self-initiated project, etc.)

Hours:

5-10 hours per week

Duration of internship is flexible

Qualifications:

Full or part-time college student

Sophomore or above