

## **Marketing and Development Intern**

### **About the organization:**

Indiana Youth Group creates safe spaces for LGBTQ+ youth of central Indiana. Since 1987, IYG has been providing wellness and educational program to youth ages 12-20.

### **About the Position:**

Indiana Youth Group (IYG) is offering a summer internship in marketing and development. The intern selected for this position will work closely with the Director of Engagement and Marketing to carry out strategic marketing/public relations initiatives, to build participation in and support for IYG's programs and special events. The intern will also be responsible for assisting with the annual Art Auction, Youth Art Show, and basic administrative tasks. This is an excellent learning opportunity for a student seeking to build professional expertise in both strategic and hands-on marketing and development.

### **Responsibilities and Tasks:**

#### **Marketing:**

- Assisting with updating, distribution, and placement of advertising, collateral materials, press releases, website, social media, and other marketing communication tools.
- Assisting with design of marketing materials, including social media.
- Assisting the Marketing Staff in the preparation and execution of marketing materials and projects
- Coordination of information for marketing and communications materials
- Possible work in graphic design, writing, website maintenance, and social media
- Assisting in marketing mailings and thank you notes.

#### **Development:**

- Assisting in event planning and implementation for activities surrounding annual special events/fundraisers.
- Drafting and designing informational materials and displays for development special events.
- Researching grant opportunities and funders' giving potential.
- Updating donor data information.

#### **Compensation:**

This internship pays a stipend of \$3,000.00 and runs from May 29, 2018 through August 17, 2018.

## **POSITION REQUIREMENTS**

Indiana Youth Group is seeking an enthusiastic, team-oriented individual with the skills listed below. Indiana Youth Group's Marketing/Development Internship focus will vary by season, based on the need of current workflow, and the training and interests of the successful intern applicant:

- Currently enrolled in a college level degree program (preferred)
- Pursuing a degree in marketing/communications or nonprofit management(preferred)
- A strong interest in marketing and development within a non-profit setting
- Writing and proof reading skills (Copywriting, social media, and story-telling)
- Excellent interpersonal skills, and ability to communicate with individuals in and out of the organization
- Experience with many forms of social media and with e-marketing
- Proficiency in Microsoft Word and Excel
- Excellent written and verbal communication skills
- Enthusiasm and interest for being involved in a wide variety of marketing and development related projects
- Willingness and ability to work cooperatively in a team setting, adapt to change, and take supervisory direction
- Demonstrated leadership, organization, and interpersonal skills, as well as strong attention to detail
- Current driver's license
- Evening and weekend hours will be necessary on occasion. General Schedule 9:00 – 5:00 M-F

This is an excellent opportunity for a student considering a career in marketing and/or development. The intern selected for this position will be exposed to many areas of this dynamic organization.

## **Application Process**

To apply, please send your resume, letter of interest, and the names and contact information for three references to Erica Pahud, Administrative Assistant, Indiana Youth Group 3733 North Meridian Street, Indianapolis, IN 46203. Materials or inquiries may also be sent by e-mail [epahud@indianayouthgroup.org](mailto:epahud@indianayouthgroup.org)

Indiana Youth Group is an equal opportunity employer.