

## Job Description

<b>Employee:</b>	
<b>Job Title:</b>	Marketing Intern
<b>Supervisor:</b>	Executive Assistant / Program Director
<b>Review Period:</b>	

Demonstration of Values			
Performance Goal	How Measured	Comments	Rating
Integrity	<ul style="list-style-type: none"> <li>• Demonstrates highest standards of personal/professional conduct.</li> <li>• Communicates openly and in a timely manner.</li> <li>• Accepts responsibility for actions.</li> </ul>		
Excellence	<ul style="list-style-type: none"> <li>• Improves services and performance.</li> <li>• Supplies Executive Assistant / Program Director with accurate and timely information.</li> </ul>		
Professional Growth	<ul style="list-style-type: none"> <li>• Expands knowledge and skills.</li> <li>• Seeks opportunities to address identified growth areas</li> <li>• Develops a professional development plan continue learning and gain new knowledge in every day applications</li> </ul>		

Organization Performance Metrics (Quantitative Measures)
The Marketing Intern will assist the Executive Director / Program Director team members at the Boys & Girls Club of Muncie (BGCN). The department includes the areas of Public Relations, Advertising, Branding, Marketing Communications and Digital Marketing.
<b>Responsibilities</b> <ul style="list-style-type: none"> <li>• Assist with marketing promotional activities including social media, mail, email and web.</li> <li>• Create Spring and Fall Calendars that promote what is going on in the club (updated on website).</li> <li>• Create flyers and other printed materials.</li> <li>• Assist with database management</li> <li>• Draft communications and press releases.</li> <li>• Assist with web page and social media management / content development.</li> <li>• Assist with planning events (including Events Intern), including attending planning meetings.</li> <li>• Report on Club events / programs using both written and photo journalism.</li> <li>• Track analytics of posts via Facebook, Twitter, Instagram and Linked In to gauge effectiveness.</li> <li>• Assist with administrative work as necessary.</li> <li>• Other duties as assigned.</li> </ul>

**Weekly Schedule****Monday**

- Send Club Connection to Executive Director for Approval
- Post to Facebook, Twitter, Instagram and Linked In

**Tuesday**

- Have draft of Club Connection approved
- Post to Facebook, Twitter, Instagram and Linked In

**Wednesday**

- Update and schedule Club Connection on website
- Post to Facebook, Twitter, Instagram and Linked In

**Thursday**

- Club Connection posts to website
- Club Connection is copied and handed out to parents
- Update / schedule Constant Contact (updating it with this week's information & Club Connection)
- Post to Facebook, Twitter, Instagram and Linked In

**Friday**

- Constant Contact send out email
- Work on Club Connection for following week
- Post to Facebook, Twitter, Instagram and Linked In

In addition to marketing, the Marketing Intern would assist with the photography of events that are taking place on-site and off-site during events. This includes taking pictures of programs that are currently going on in the Learning Center, Gym, Media Lab and STEM rooms.

This internship is project-based and hours will fluctuate depending on the upcoming events and related workload. Some weeks will require less hours than other. Mostly this internship will be Monday through Friday, but some events will be held on the weekend and it will be necessary to attend those events.

**Qualifications**

- Excellent social and communication skills required.
- Attention to detail, critical thinking and the ability to problem solve.
- Basic public speaking skills / competency.
- Strong working knowledge of Microsoft Windows and Microsoft Office, Canva or other creative software programs, email and Internet.
- Great knowledge of social media (Facebook, Twitter, Instagram, Snapchat, Linked In).
- Expected to attend as many events as possible and help with setup and tear down.
- Must be able to lift up to 45 pounds of marketing materials.
- Must have reliable transportation for off-site vendors and venues.

<b>Professional Development</b> (Practices and Behaviors from 360-degree Feedback Report)
Must be able to track each post (Website, Facebook, Twitter, Instagram and Linked In) analytics and gauge effectiveness.
Must create a binder at the end of the internship that shows all posts, flyer and printed materials created that are dated based on order of publication.

Select One	PERFORMANCE SCALE		
	<b>Distinguished</b>	D	Performance consistently exceeds position requirements and management expectations. Resourcefulness and depth of knowledge are of the highest quality. Assignments are accomplished in an exceptional manner with minimal direction and are characterized by outstanding achievements. Assumes responsibility for projects outside of Chart of Work. Serves as a role model, performing with the highest degree of integrity and collaboration. Performance is clearly distinguished above others and significantly contributes to the organization's goals. Recognized as exceeding requirements by those served and supported.
	<b>Commendable</b>	C	Performance is consistently characterized by high quality and quantity of work that exceeds expectations. The employee demonstrates outstanding skills, abilities and professionalism. Assignments are accomplished in a highly effective manner with limited guidance and direction. New projects are enthusiastically assumed.
	<b>Proficient</b>	P	Performance meets all or most management expectations. Employee demonstrates good knowledge of job duties and assignments are accomplished effectively and on time with normal supervisory guidance. Performance is effective, consistent and dependable.
	<b>Further Development Necessary</b>	FDN	Performance does not consistently meet expectations. Continued development is necessary in key areas of performance. Requires guidance and supervision to ensure goals are met. Possesses the potential to improve with training and experience.
	<b>Unsatisfactory</b>	UN	Performance falls substantially short and clearly below the acceptable level with respect to key functions of the job. Few, if any, of the expected key results were achieved. Consistently performs below standards for the position. Immediate and substantial improvement is necessary.
<b>Executive Assistant / Program Director Comments</b>		<b>Employee Comments</b>	
<b>Executive Assistant / Program Director Signature</b>		<b>Employee's Signature</b>	
<b>Date</b>		<b>Date</b>	