

## Marketing and Communications Internship Job Description

### Company Overview:

National Youth Leadership Council (NYLC) is a nonprofit organization based in Minnesota with 40+ years of experience in youth leadership development. We are on a mission to create a more just, sustainable, and peaceful world with young people, their schools, and their communities through service-learning. NYLC accelerates student achievement by strengthening academic, civic, and character outcomes through service-learning. We tap into the passion, creativity, and ingenuity of all young people to make meaningful change happen, and you're invited to join us in this powerful work!

### Position Overview:

As a Marketing and Communications Intern, you will have the opportunity to help us tell our story through marketing, communications, and public relations work. This is a great opportunity to see how the marketing department on a small nonprofit team operates and experience the variety of projects that the team completes on a weekly basis. This role is designed for college-level students who are eager to learn and contribute to real-world projects, honing their skills in a supportive and collaborative environment.

### Key Responsibilities:

- Assist in creating vibrant, brand-relevant content for social media platforms, including writing content, designing graphics in Canva, and scheduling posts in Hootsuite
- Website development and management including: updating content, running reports, tracking analytics, and general maintenance
- Support the development and execution of marketing and PR campaigns
- Conduct market research and analyze trends to identify new marketing opportunities for the education sector
- Assist in drafting press releases, monthly newsletters, and other PR materials such as the annual report, flyers, etc.
- Coordinate and assist in organizing promotional events or activities
- Collaborate with the team to brainstorm and contribute to creative ideas and strategies

### Who You Are:

Strong organizational skills, the ability to learn quickly, an excellent communicator, and self-motivated

Current enrollment in a college-level program, pursuing a degree in Marketing, Communications, Public Relations, or a related field

Familiarity with social media platforms and their best practices

Ability to work well both independently and within a team

A creative mindset and a proactive approach to problem-solving

Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint)

**What You'll Gain:**

Hands-on experience in marketing, public relations, and communications in the nonprofit sector

Mentorship and guidance from experienced professionals

Exposure to a variety of projects, allowing you to explore different facets of the industry

The opportunity to develop and showcase your skills in a real-world setting

**This internship is a fully remote opportunity, offering 10 hours per week, and can be eligible for college credit if needed. The intern will need regular access to a computer and the internet to complete the internship.**

To apply, please head to [www.nylc.org/join-our-team](http://www.nylc.org/join-our-team) and submit your resume and cover letter.

NYLC is an equal opportunity employer and encourages diversity in the workplace.

Learn more at [www.nylc.org](http://www.nylc.org)