



The Altrusa International Foundation, Inc. is offering an internship in **Social Media & Marketing** to assist the Foundation Director with implementing an effective communications and marketing plan that educates members of Altrusa, and the public, about Foundation programs by focusing on updating and tracking digital media platforms, designing marketing materials, and editing webpages.

**INTERNSHIP DATES** | January 2021 – July 2021

### **PRIMARY DUTIES & RESPONSIBILITIES**

- Work with Foundation Director to refine social media strategy and best practices
- Assist in managing social media channels to ensure content is timely, relevant, and engaging
- Draft quarterly articles for Altrusa membership
- Prepare bi-weekly updates and reports to track growth and success rates of campaigns
- Ensure proper messaging is being executed online
- Assist with website copywriting, proofing, and updates as needed
- Includes attendance to the Altrusa International Convention from July 19 to July 25, 2021 in Charlotte, North Carolina (expenses are covered by the Altrusa Foundation)

### **QUALIFICATIONS**

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least (8) hours a week
- A bachelor's degree (or currently enrolled student) in communications, marketing or equivalent work experience preferable
- Ability to utilize emerging platforms, digital media, and social media measurement tools a plus
- Adobe InDesign and Photoshop experience a plus

### **BENEFITS**

- Résumé building experience in marketing and communications, relationship management, and other aspects of community relations, marketing, and the nonprofit industry
- Great opportunity to learn about what happens behind the scenes of a year-round marketing campaign
- Class credit (if applicable)

### **REFERENCES**

- References should speak to the applicant's sense of camaraderie, integrity, professionalism, and responsibility.

## **About Altrusa International Foundation, Inc.**

The Altrusa International Foundation, Inc. is a humanitarian philanthropic organization whose mission is to empower Altrusans in providing effective local community service programs. The International Foundation is dedicated to improving economic well-being and quality of life through a commitment to community services and literacy.

Please send a cover letter and résumé to Shawna Kaiser | [shawna@altrusa.org](mailto:shawna@altrusa.org) | <http://www.altrusa.org/foundation/>