



Marketing and Communications Intern

Job Overview:

The **Marketing and Communications Intern** will assist the Foodbank's Digital and Social Media Coordinator in the creation and implementation of the Foodbank's communications and marketing plan- focusing on digital communications.

Under guidance of the Digital and Social Media Coordinator, this is unpaid internship is a wonderful learning opportunity for someone looking to further their knowledge and experience within a professional nonprofit organization. This can be completed for college/university credit if applicable, and is the intern is responsible for arranging with their university. The internship is for the 2019 spring semester, with a minimum commitment of 8-10 hours/week. Work will be completed at the Foodbank office at 800 Tidewater Drive in Norfolk, VA. The Foodbank is flexible on scheduling and hours/week to accommodate the candidate's needs.

Primary Duties and Responsibilities

- Work with the Foodbank's Digital and Social Media Coordinator to refine our digital marketing and communications strategies and best practices.
- Assist in managing social media channels (Facebook, Twitter, LinkedIn, Instagram, and YouTube); including creation of content that is timely and engaging to increase brand awareness and promotion of events and campaigns.
- Draft emails for Foodbank events, fundraising campaigns, and e-newsletters, and assist with the maintenance of our email list.
- Create basic marketing materials- social media graphics, infographics, flyers, etc.
- Assist with updating internal display monitors with current promotions.
- Help ensure the Foodbank's website is updated, including posting press releases, media coverage, assist with general copywriting and proofreading.
- Work with members of the Development Team to plan and execute fundraising events.

Qualifications and Skills

- Juniors or Seniors majoring in Communications, Marketing or a related field.
- Ability to take initiative, demonstrating good judgment in conducting projects from beginning to end.
- Knowledge of Microsoft Office Suite with strong written and verbal communication skills.
- Strong interpersonal skills and ability to work with a diverse group of people.
- Demonstrated use of social media platforms for businesses.

What We Require:

- Spring Semester, 2019 duration, January – May 2019,
- 8-10 hrs./week min.- flexible to reach course credit requirements (i.e. 150 hrs.)
- Unpaid; university credit possible
- Business casual attire and reliable transportation
- Flexibility to work within: Monday – Friday 8:00am-4:30pm.

What You Will Learn:

- Digital marketing and communications strategies and best practices within a successful, local nonprofit organization.
- How to work in a professional office setting while communicating ideas and information across a variety of mediums
- How to plan and execute a special event, from start to finish
- How to work with people from a variety of backgrounds

How to Apply: Please submit a resume, letter of recommendation, and university internship requirements (if applicable) to: orfreuiting@foodbankonline.org

About Us: Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America™ and the Federation of Virginia Food Banks, has been providing food for hungry people throughout Southeastern Virginia and on the Eastern Shore. In our mission to lead the effort to eliminate hunger in our community, the Foodbank has distributed over 331 million pounds of food equating to over 276 million meals throughout our 4,745 square mile service area, which includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight and Accomack. During the 2017-2018 fiscal year, the Foodbank distributed over 17.8 million pounds of food equating to 14.8 million meals to the community.

The Foodbank of Southeastern Virginia and the Eastern Shore is an Equal Opportunity Employer. The Foodbank encourages applications from qualified persons of every race, ethnicity, national origin, religion, sex, age, veteran status, sexual orientation, and disability.