



# Spotsylvania Education Foundation

## Communications Internship

The Spotsylvania Education Foundation is seeking a passionate and dynamic individual to assist in marketing and communications efforts. This internship is a great opportunity to experience marketing within a non-profit organization. The SEF Communications Internship is a professional position that assists the Executive Director and Community Outreach Committee in implementing organizational communications and marketing strategies. The Communications Intern will work independently and with a team to fulfill organizational goals and initiatives related to programming and events.

### Qualifications

- Firm grasp of social media tools and platforms (e.g., Facebook, Twitter, Instagram, LinkedIn)
- Completed or working toward a college degree (junior level and up), preferably in a related field. (e.g., English, Marketing/Communications, Advertising or Public Relations).
- Must have working knowledge of Microsoft, PowerPoint, Excel, Google Apps, etc.
- Knowledge of HTML, website content management and graphic design a plus
- Possess excellent written and oral communication and interpersonal skills
- Self-starter, good time management, creative, with ability to communicate in a professional manner
- Ability to work well independently, and within a team
- Commitment to the continuous improvement of service quality and SEF's mission
- Ability to work remotely if necessary, using own computer; must be able to participate in virtual meetings

### Responsibilities

- Update and maintain SEF's social media presence, including daily monitoring, posting, scheduling and reporting
  - Develops and manages creative marketing strategies and social media campaigns
  - Research sources of content for target audiences
  - Analyzes analytics to gauge the success of posts and campaigns
- Collaborate with staff and volunteers on new ideas, directions, and tools for marketing and communications
- Design and develop content for e-newsletters to be sent to internal and external audiences
- Design event/program fliers, graphics and other marketing material
- Assist with community engagement events
- Assist with website updates
- Update event calendars of community partners as needed with SEF events
- Updates Nonprofit Customer Relationship Manager (CRM) Tool

**Start Date:** Spring, Summer and Fall Semester Opportunities available

**Hours:** 10-15 hours per week

**Compensation:** Unpaid (Opportunity to receive credit hours)

*The Community Helping Young Minds Grow*

**To Apply:** Please send a cover letter, resume and writing sample to **Angie Sullivan at [angie@sef4education.org](mailto:angie@sef4education.org)**

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