MARKETING AND COMMUNICATIONS INTERN (Spring Semester - Unpaid/Credit Internship)

FOUNDATION CENTER ([www.foundationcenter.org](http://www.foundationcenter.org)), the nation's leading authority on philanthropy, seeks a resourceful, self-motivated, conscientious, and detail-oriented college credit/unpaid intern to learn and train in our Business Development, Marketing, and Communications department during Spring 2016 for a maximum of 20 hours per week.

This is an ideal work experience for someone interested in a career in the nonprofit sector and in applying his/her education and skills in a real-world environment. Learning opportunities include:

**Career exploration**

- Exposure to processes and practices used in marketing and communications from handling direct mail pieces, to analyzing sales data, to handling press releases.
- Exposure to how marketing and communications fits into an organization as a whole and the expectations for the department.

**Skill development**

- As scheduling allows, complimentary enrollment in Foundation Center training workshops on effective foundation fundraising and nonprofit management.
- Gain experience in use of Foundation Center's *Foundation Directory Online*, the nation's leading database for researching foundations and their grants, as well as other Foundation Center research and training tools.
- Learn to work as part of a collaborative team.
- Receive experience in using databases to pull data and use this data to create reports and updates.
Key day-to-day responsibilities

Marketing:

- Compiling data and creating weekly reports on Foundation Center products and services.
- Updating product pages on our online marketplace through NetSuite.
- Assist in developing marketing messages and promotions (i.e., subject lines, images).
- Managing conference logistics ranging from handling registration to preparing and shipping materials.
- Assist in generating and tracking gift cards for subscription services.

Communications:

- Assist in tracking key performance indicators to monitor communications activities and assess the success of our efforts (e.g., social media followers, press release opens and clicks).
- Monitor and compile new press coverage using our PR database and other search tools; share key news items with staff.
- Research new and relevant social sector outlets and contacts; keep media and organization distribution lists up-to-date.
- Prepare desk copies of Foundation Center publications for shipment to colleges/universities upon request.

General:

- Participate in brainstorming and strategy meetings.
- Additional tasks on an as-needed basis.

Qualifications

- Organized, able to work independently, multitask and take initiative as necessary.
- Ability to think creatively and learn quickly.
- Strong organizational skills and attention to detail.
- High level of competency in using popular Office software (particularly Microsoft Word and Excel, along with PowerPoint and Access if possible).
- Comfort and enjoyment in interacting with others.
- Passion for marketing, new media, and the nonprofit sector.
- Professional, positive attitude a must; relevant previous experience a plus.
- Proficiency in Adobe Photoshop, Illustrator, InDesign and/or other design software a plus.
- Writing and editing skills for print and digital with a passion for delivering messages in simple, understandable ways (tweets, Facebook posts, picture captions, etc.).

**Please email resumes to:**

jobs@foundationcenter.org (Please put the title of the position you are applying for in the subject line)

Do **not** telephone.

**For more information on positions available at the Foundation Center please visit our website:** [http://foundationcenter.org/about/jobs/](http://foundationcenter.org/about/jobs/)

*Foundation Center is an equal opportunity employer.*

**Posted:** 11/2015