

## Learn and Earn- Strong Women In Action SWIA Marketing & Operations Intern

Anticipated Start and End Dates:	6/15 - Flexible
Job Address:	Work from Home
Hours Per Week:	32-40
Preferred Days of Week:	Flexible Wednesday & Friday mandatory days
Work Hours:	Flexible
Pay Rate and Travel Stipend:	\$18/hour
Internship Class:	INT-299 Internship Class will be taken during summer 2020

### Organization Overview:

Strong Women In Action SWIA partners with shelters and other community programs. This allows us to advocate in the local community and work directly with the people we serve. SWIA uses a two-generation strategy to support and empower low income families living in shelters, public and subsidized housing. This whole-family wraparound approach combines intensive case management and supplemental supports and services for adults and for children. SWIA case managers and motivational coaches think about family goals and strategic targeting and attention to individuals within families.

Mission: Encourage and empower families with resources, tools, and connections to overcome today's obstacles in order to thrive tomorrow.

### Job Description:

- Assist with creating Marketing and social media campaigns. To implement marketing activities, working closely to develop integrated multi-channel campaigns that drive volume and referrals as well as raise brand awareness and preference.
- Works with Marketing (Digital and Communication) to create and launch marketing plans, campaigns, and initiatives.
- Attend client meetings/and program workshops to acquire service knowledge and coordinate the execution of campaign and brand priorities.
- Help implement consistent application of brand messaging, tone and look and feel.
- Work with board to pilot new/innovative opportunities.
- Organize and assist in market research and evaluation as appropriate and relevant.
- Keep current on industry trends and new marketing methods to improve marketing and brand awareness effectiveness.
- Maintain and create project tracking and reporting tools.
- Assist with implementation of new database
- Assist Program & Operations Intern with program reporting & serve as a back-up for weekly Youth STEM Initiative

**Basic Qualifications:**

- Pursuing a degree in marketing, communication, journalism, business, healthcare or equivalent.
- Experience or interest in marketing and communications.
- Understanding of, and conversant in, social media, social media platforms, search, digital marketing and metrics. Up to speed with current and online marketing techniques and best practices.
- Some knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords.

**Desired Qualifications:**

- Excellent oral and written communications.
- Strong organizational skills and the ability to handle multiple deadlines. Capable of prioritizing and handling multiple projects simultaneously, under tight time constraints.
- Attention to detail with accuracy and consistency.
- Ability to build effective relationships with a wide range of people.
- Ability to work well independently own and collaboratively in a team-based environment. Willingness to support and include others to find the best solutions and execute break-through campaigns.
- Takes initiative and works well independently.
- A ‘can do’ attitude and a track record for getting things done.
- Creative problem-solving abilities and perseverance in finding solutions.
- Comfortable with developing content and presenting to the public

**To Apply:**

Go to GradLeaders and apply today! <https://bhcc.edu/gradleaders>

**Questions?**

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