



EMPOWER THE FUTURE.

WORK READINESS | ENTREPRENEURSHIP | FINANCIAL LITERACY

Marketing and Communications Internship Position

Junior Achievement of Central Maryland (JA) is dedicated to inspiring and preparing young people to own their economic success, plan for the future, and make smart academic and economic choices. Through a dedicated volunteer network, JA provides in-school and after-school programs for kindergarten through 12th grade students that focus on work readiness, entrepreneurship and financial literacy. Founded in 1957, the non-profit organization annually serves more than 47,000 students throughout Central Maryland, with an emphasis on high-need communities throughout the region.

POSITION TITLE:	Intern
DEPARTMENT:	Marketing
REPORTS TO:	Director, Marketing Katie Ballance, kballance@jamyland.org

INTERNSHIP CONCEPT:

This position is a great opportunity to build your resume and portfolio while supporting a respected and growing organization's marketing team. As an intern, you will assist with copy writing and content creation including contributing to JA's blog, social media channels, email communications and more. You'll benefit from gaining real-world professional experience in a marketing and communications role while networking with educators, administrators, business leaders and community volunteers.

PRIMARY RESPONSIBILITIES:

1. Assist in the content creation and design of marketing materials, including blog posts, email communications, website updates, etc.
2. Support and execute the overall social media strategy through relevant content, photography, and videography needs.
3. Capture and analyze marketing metrics including campaign reporting.
4. Update and maintain media, education, and partner company lists.
5. Assist with any additional marketing related projects or duties.
6. Provide occasional operational and administrative support for meetings and events as needed.

REQUIREMENTS:

- Proficient in MS Office Suite and knowledge of Adobe Creative Suite
- Excellent written, verbal, interpersonal skills, and well-developed research skills
- Ability to multi-task and prioritize work with a strong attention to detail
- Experience with social media platforms, content management systems, and knowledge of social media trends.

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- Knowledge of AP Style and strong editing skills
- Dependable and deadline driven
- Ability to work some evenings when necessary

HOURS & STIPEND:

- 8-16 hours per week, split over multiple days
- Stipend ranging from \$250-500 based on hours worked and performance