



Communications/Marketing Intern

Established in 1919, Junior Achievement's volunteer-delivered program is the world's largest non-profit organization dedicated to educating students in grades K-12th about work readiness, entrepreneurship, and personal finance.

Junior Achievement Big Bend (JABB) provides the volunteers, materials, scheduling and training necessary to deliver world-class financial literacy programs here in Leon and surrounding counties. JA programs are delivered by corporate and community volunteers who provide relevant, hands-on experiences. JA programs are delivered by corporate and community volunteers who provide relevant, hands-on experiences. Interns will learn how JA programs empower students to make a connection between what they learn in school and how it can be applied in the real world – enhancing the relevance of their classroom learning and increasing their understanding of the value of staying in school.

Junior Achievement Big Bend is seeking a talented communications intern during the 2019-20 academic year, with fresh insights and a desire to connect the Big Bend area to stories, ideas, and perspectives about Junior Achievement. As an intern, you will be joining an experienced, creative, and dedicated staff of can-doers. The communications intern will work closely with our Development & Communications Director.

Interns at JA Big Bend will walk away with a working knowledge of how a non-profit program operates as a business and its relationship with the community. We take a team approach in our office, and interns have the opportunity to attend board meetings, learn about various job functions related to running a non-profit organization, and develop skill sets that will be beneficial for future employment. Interns will learn the importance of how marketing enhances community outreach and drives fundraising and volunteer recruitment. Since we are a non-profit organization, the internships are unpaid. Course credit may apply based on student's degree and course credit requirements. Upon completion of the internship, a letter of recommendation and/or professional reference could be received.

The intern will assist with:

- social media campaigns
- creating compelling and effective marketing collateral materials
- creating online content for JA Big Bend website (i.e., words, images, videos, blogs)
- developing and distributing the online newsletter through Constant Contact
- create announcements and content for publication by other organizations and agencies such as Chamber of Commerce's, Institute for Nonprofit Innovation and Excellence (INIE), and Volunteer Florida
- drafting media advisories and press releases and possible short copy for publications
- help with planning and coordinating of special events; Classic Golf Tournament, Shark Bowl, and Raffle

Intern qualifications include, but not limited to:

- at least two years of education or training in communications/marketing
- excellence in writing and editing
- have solid layout skills and strong understanding of design principles
- be able to research and assist with increasing SEO ratings, expanding organizational visibility
- have working knowledge of Microsoft Office products
- organized, detail oriented, and deadline focused
- demonstrated professionalism
- self-starter with ability to work independently
- team player that is focused on task success and process improvement
- collaborating with staff to recommend new and innovative marketing ideas

Location: JA Big Bend office, 2840 Pablo Ave., Tallahassee, FL 32308. Interns are expected to work 10-12 hours a week during normal office hours (8:30 a.m. – 5:00 p.m. Monday through Friday). Occasional event participation. Our Team is happy to work around school schedule(s).

Email a copy of your current, professional resume; cover letter; unofficial transcript; and writing sample to Elyse Cornelison at elyse@jabigbend.org.