



THE BACKSIDE LEARNING CENTER COMMUNICATIONS INTERN, SPRING 2024

POSITION DESCRIPTION

The Backside Learning Center is in search of a qualified candidate to gain valuable experience in the area of marketing and communications. Duties will be tailored to intern's interest/area of study, but typical duties of the marketing and communications intern include, but are not limited to:

- Help brainstorm Tiktok concepts and ideas based on current trends appropriate for our work
- Help with Facebook Lives and other communications during and leading up to our Benefit for the Backside annual fundraiser
- Assist with our Purses for a Purpose initiative and communications regarding races
- Help document programming with photography and video sequencing
- Assist the communications staff updating the website when needed

QUALIFICATIONS

- Ideal candidate is currently enrolled in college level coursework. Preferred majors include: communications, marketing, advertising, or a related field.
- Firm grasp of available tools and platforms in the social media space
- Ability to work well with others or independently
- Responsibility to complete projects by a pre-determined deadline
- Ability to be flexible and work on multiple projects simultaneously
- Ability to communicate effectively and accurately in oral and written language\
- Accurate and detail oriented.
- Experience with Adobe Creative Suites and Wordpress a plus

BENEFITS

The Communications Intern will have the opportunity to:

- Gain experience with social media in regards to a nonprofit

- Practice general photography skills involving critique from professional photographer including composition, lighting, post processing, file management and more
- Create better and more intentional video sequencing for TikTok
- Gain skills learned in Adobe InDesign, practice following established brand guidelines, etc.
- Other general marketing skills
- Receive possible letter of recommendation and endorsement on LinkedIn.

TIME COMMITMENT

- 10-30 hours weekly. Hours and work dates are flexible and may be set according to an intern's class/work schedule.
- The intern will be reimbursed for any travel mileage or miscellaneous expenses incurred while working (not including daily commute). The internship is a non-paid work experience.

TO APPLY:

Please send a resume and cover letter to Volunteer Coordinator Alexina Wilson by February 1st, 2024: awilson@backsidelearningcenter.org