



Online Marketing Internship

Online Marketing Internship Description

REPORTS TO:

- IDEAS For Us Chief Communications Officer - Ernest Calderon: Ernest.Calderon@IDEASforUs.org
- IDEAS For Us Marketing Manager - Mari Shurina: Mari.Shurina@IDEASforUs.org

STIPEND: Unpaid Internship - Minimum requirement 8 hours per week.

Hourly Requirements: Must fulfill an 8 hour weekly schedule during the selected times below.

Mandatory On-boarding day: January 16th, 11 am at the Kaley Square Community Center - 1030 West Kaley Ave Orlando Florida 32805 - *looks like a church*

IMPORTANT: We require an hour meeting each week to review assignments and delegate tasks for on-going projects. If your other in-office hours need to change, please bring up your schedule at the mandatory internship onboarding day. Mandatory meetings cannot be shifted but other office hours can throughout the week.

Mandatory Weekly Meeting	Details
Tuesday 1 pm - 2 pm	Virtual

REQUIREMENTS:

- IDEAS For Us interns must be a strong communicator and decision maker with the mission of the organization consistently in mind.
- IDEAS For Us interns need substantial knowledge and interest of local/ international environmental challenges and have an interest in sustainability initiatives.
- IDEAS For Us interns must work towards the key goals and objectives that best suit the overall needs of the organization which align with its core values towards developing a healthier, more sustainable future for the planet.
- IDEAS For Us interns must give notice before resignation or lengthy vacation periods.
- IDEAS For Us interns must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.
- IDEAS for Us interns must have a reliable means of transportation.

RESPONSIBILITIES (with Marketing Manager's assistance):

- ✓ Must report to the Chief Communications Officer- Ernest Calderon and the Marketing Manager- Mari Shurina each week and stay on top of weekly assignments.

- ✓ Post media content with a quick turnaround time in order to make all deadlines.
- ✓ Communicate with the Chief Communications Officer & Marketing Manager to coordinate weekly marketing needs of the organization.
- ✓ Ensure all content remains property of IDEAS & Fleet Farming- You must ask for permission to use in your personal portfolio.
- ✓ Communicate weekly with IDEAS / Fleet Farming Marketing Manager in case you cannot make your weekly schedule and attend the mandatory check in meeting even if it is via conference phone call.
- ✓ Create copy for events, promotions, and newsletters.
- ✓ Additional tasks that may arise to carry out the success of the program.

SPECIFIC DUTIES:

1. Collect weekly reports from your work which will be assigned each week during your mandatory meetings. The goal of this internship is to develop a plan to market ourselves more effectively online and connect with local influencers to gain attention from our partners' audiences. Each week, IDEAS team members will strategize on who to connect with and will develop goals of performance indicators to see the impact of our messaging.
2. Stay on top of assigned projects and have a timely turnaround to make deadlines.
3. Check in and give adequate updates on your assigned projects during mandatory weekly meetings.
4. Possibly attend bi-weekly SWARM volunteer rides twice per month to help to develop content for LMS and for Fleet's needs.
5. Construct reports to show weekly analytics of the program's post and keep track of developing audiences.
6. Periodically updating social media with IDEAS & FLEET FARMING images/ content.
7. Report to the Marketing Manager with a bi-weekly timesheet.

ACKNOWLEDGEMENT:

- ★ Must work a minimum of 8 hours per week and turn in a monthly timesheet. I have read and understand the position description above and can perform this duty.
- ★ All photos / video and intellectual property is owned by IDEAS For Us. You are welcome to take pictures and send them to our Communications Department for social media but the content is not to be used without our permission and is legally owned by IDEAS For Us.
- ★ Any injuries that take place during your time as an intern will not be the responsibility of IDEAS For Us and must be covered by said intern.
- ★ Must reference the operating manual and read through the policies and procedures manual to ensure the proper safety protocols are implemented.

Print Name _____

Signature _____

Date _____

Department Leader _____

*Please print signature page and bring to Onboarding day with your waiver and non disclosure.