



## Online Marketing Internship with IDEAS For Us!

### Reports To:

Chief Operations Officer of IDEAS for Us: [Admin@ideasforus.org](mailto:Admin@ideasforus.org)

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

**\*Must Attend Mandatory Intern On-boarding Day\* \*Check your college's deadline if registering for credit\***

**IMPORTANT:** We require an hour meeting each week to review assignments and delegate tasks for on-going projects. The rest of your hours will be working independently. 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.

Details	Day of the week/Time	Location
Mandatory Weekly Meeting	Tuesdays 1 pm - 2 pm (1 hr)	*Online via Google Hangouts

### Requirements:

- Must have an interest in sustainability initiatives.
- Must have a computer & reliable internet.
- Must have 8 hours per week to volunteer for IDEAS For Us.
- Must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.

### Responsibilities:

- ✓ Researching environmental topics and marketing strategies to promote global sustainability in our 5 focus areas of energy, water, food, waste, and ecology
- ✓ Working in partnership with the creative team, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- ✓ Conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels
- ✓ Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support
- ✓ Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- ✓ Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- ✓ Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets
- ✓ Organizing content, information, and more in our google drive & Airtable system

- ✓ Communicate with the department lead to prioritize needs for the week.
- ✓ Additional tasks that may arise to carry out the success of the program. Each week, we will be adding tasks to a weekly tracker and will delegate them out based on each assistant's strengths.

**ACKNOWLEDGEMENT:**

- ★ 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.

**Sign up today at [www.ideasforus.org/internships](http://www.ideasforus.org/internships) in the bottom form.**