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## Marketing | Social Media | Content Writing Oshkosh Community YMCA Internship Opportunity

### Marketing, Social Media & Event Planning Internship

Majors: Marketing & Communication

Duration: Fall Semester or Full Year. Part Time or Full Time.

Requirements: Candidate must have their own portable laptop computer.

**Description:** The Oshkosh Community YMCA is looking for a cause-driven leader with a passion to serve others, better the community and make a positive impact. If you feel compelled to give back and support others, consider joining our Marketing team! A primary goal of the internship is to help share stories of impact and success through building relationships with members, program participants, staff and volunteers. The Intern will report to the Mission and Brand Enhancement Director and will work with other staff as needed.

**Marketing:** Responsibilities include assisting the Oshkosh Community YMCA in communicating important events and information to members via a weekly eNewsletter, updating content on the Y's website, creating posters and flyers using Adobe Creative Suites programs and the Mission and Brand Enhancement Director with their marketing needs.

**Social Media:** Managing and optimizing the Y's current social media pages. The goal of this position will be to increase the organization's online presence, reach a larger audience, gather information and increase awareness. Additionally, the intern's responsibilities would include research of social network marketing trends, report of these findings and implementation of relevant strategies. Candidates should have a strong understanding of social media and social networking with the ability to efficiently research trends and best practices; be creative and innovative with the ability to understand the role of social networking in the nonprofit sector, and create content in the appropriate voice for the organization; have good attention to detail; excellent written communication skills with the ability to provide written reports as needed.

**Video/Graphic Design/Photography:** The intern should have a creative side too! Creating short videos, designing graphics, posters and flyers to promote programs and events. Video, photography and design experience is a plus, but not necessary.

**Writing:** Assisting with transferring and writing new content for a new website including landing pages, blog posts, scheduling calendar events, and more. Understanding of website development, keyword research and SEO experience is a plus.

This is an unpaid internship with flexible working hours, potentially working some weekend events. Start date will vary based on the candidate and can be a part-time or full-time internship that can be a fall semester or full year in length. Some of the work can be done remotely. If interested, please email a letter of interest including "Y" you would be a perfect fit for this role and your resume to Abbey Burlingham at [abbeyburlingham@oshkoshymca.org](mailto:abbeyburlingham@oshkoshymca.org).

OSHKOSH COMMUNITY YMCA • [www.oshkoshymca.org](http://www.oshkoshymca.org)

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