



## MARKETING INTERN JOB DESCRIPTION

**Job Title:** Marketing Assistant (Unpaid Internship)

**Dates of Position:** Ongoing, flexible, 2 - 6 Months

**Time Commitment:** Minimum 15 hours per week

**Summary of Company:** Founded in 1975, The San Diego Foundation is a broad-purpose community foundation helping individuals, families and organizations carry out their charitable plans, with the common goal of improving the quality of life in the greater San Diego region, now and for generations to come. For additional information, please visit the San Diego Foundation at [www.sdfoundation.org](http://www.sdfoundation.org).

**Summary of Position:** The Marketing Intern will assist the Director of Marketing in coordinating and implementing multiple projects including: media relations, collateral material relating to program operations, monitoring web analytics, developing strategic marketing plans and media buying options, track and assess value of PR, assist with direct mail and fundraising outreach for Friends of The Foundation, event planning and coordination, compile social media posting options, and completion of various administrative tasks.

**Supervisor:** Heather Back, Director of Marketing and Annual Giving

### Benefits and Incentives:

- Participate as member of a team of professional and dedicated employees and volunteers working for a high-profile philanthropic institution
- On-the-job training and experience working on actual marketing campaigns, fundraising campaigns, special events and other real-time projects
- Develop skills vitally important in today's fast-paced work environment including analytical skills, team-based interaction, goal setting and strategic planning, the ability to work under pressure, listening and organizational skills, among others
- One-on-one coaching and mentoring sessions
- Establish new contacts in the media, advertising and marketing industry, as well as, the nonprofit sector

### Qualifications:

- College student or college graduate with emphasis in marketing, advertising, branding or public relations
- A self-starter
- Excellent communication and writing skills
- Must enjoy working in a fast-paced team environment
- Good research and problem-solving skills
- Strong computer skills, including knowledge of Excel, Word, and PowerPoint, with ability to learn other internal database programs

- Professionalism, candor, grace and a sense of humor under pressure

**For more information regarding the Marketing Internship, or to submit a resume, email Heather Back at [Heather@sdfoundation.org](mailto:Heather@sdfoundation.org).**