

# PH FOUNDATION

## JOB DESCRIPTION

**Position:** Media Intern (#GivingTuesday) **Classification:** PT Temporary Internship

**Reports to:** Marketing and Communications Coordinator

### Internship Qualifications

#### Required Qualifications:

- Enrolled in an undergraduate or graduate program focused in communication, marketing, graphic design, art and design, liberal studies, public relations, business, or similar field with an interest and/or a basic understanding of marketing and communication principles.
- Able to be located in Michigan's Keweenaw Peninsula for the majority of the internship, especially the week leading up to and during Giving Tuesday, which is December 1, 2020.
- Demonstrated writing skills.
- Demonstrated skills using social media outlets including Facebook, Twitter and Instagram.
- Experience or general ability to use a digital camera for photography and videography.
- Project management skills to manage varied editorial schedules and deadlines.
- Demonstrated initiative, leadership skills, high character and self-driven.
- Competent in word processing and spreadsheet software.
- Preference will be given to student-residents from the four-county area PHF serves.

#### Desired Qualifications, Skills and Knowledge

- The most qualified candidate(s) will have experience using YouTube, Twitter, Facebook, LinkedIn and Instagram for marketing purposes.
- General knowledge of web content management systems (CMS).
- Experience or skills in the use of Adobe Photoshop, Lightroom, and/or Premiere – or similar software sets.
- Demonstrated ability to write clear and effective copy for digital formats. Specifically, comfortable in writing in AP style.

#### Essential Responsibilities

- Assist in the planning, promotion and execution of the fourth annual #GivingTuesday, including being present throughout the day on Tuesday, December 1, 2020.
- Write and edit website content, social media posts, articles, videos and audio files with a clear understanding of the intended audiences and outcomes.
- Maintain consistent use of words and images to promote a positive Portage Health Foundation brand image across all content channels.
- Assist in management of photography and videography library.

#### Learning Outcomes

By the end of the internship, students will be able to:

- Plan and execute a multi-channel marketing and communications plan for an event.
- Plan and execute a large-scale fundraising event.
- Work hand-in-hand with local non-profits to help them support their mission.
- Understand what it means to work with a small marketing and communications team and implement a strategic integrated marketing and communications plan.

**Horizontal and Outside Relationships:**

- All PHF staff
- Community Members
- Contributors
- Business Collaborators

**Hours:**

Monday through Friday, 8:00 a.m. – 4:30 p.m. as needed

**Standards of Performance:**

The performance of all PHF personnel will be rated on:

- Vision, Mission, & Strategy
- Program Management
- Board and Staff Relationships
- Achievement of Results
- Effectiveness
- External Relations
- People Management
- Fiscal and Operations Mgt.
- Leadership

**At Will Employment:**

It is the policy of PHF that all employees who do not have a written contract with PHF for a specific term of employment are employed at the will of PHF for an indefinite period and are subject to termination at any time, for any reason, with or without cause or notice. At the same time, such employees may terminate their employment at any time and for any reason.

\_\_\_\_\_  
Employee Name/Signature

\_\_\_\_\_  
Date

**Conditions of Internship:**

I have read and understand the contents of this job description as it relates to my job. I further testify that I am able to perform the necessary job functions.

\_\_\_\_\_  
Employee Name/Signature

\_\_\_\_\_  
Date

The qualifications and specifications mentioned above are intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind of level or difficulty. The position will be filled based on qualifications regardless of Race, Color, Disability, Religion, Sex, Sexual Orientation, National Origin, Height, Weight, Age, Veteran, or Marital Status.