

Network for Southern Economic Mobility

Marketing and Communications Job Description

The NSEM Marketing and Communications Intern is a position that works with and reports directly to The Spartanburg County Foundation Consultant for the Network for Southern Economic Mobility (NSEM). Depending on activities and special events, evening and weekend hours may be required at times.

KEY RESPONSIBILITIES

The marketing and communications intern is responsible for strategic coordination and implementation of NSEM communications, including, but not limited to:

- Coordinating and implementing social, digital and video communication strategies across all areas of the initiative, focusing on the community engagement and education of the NSEM initiative goals and progress.
- Collaborating with Marketing and Communications Director across campus to recommend and guide strategic digital communication efforts.
- Promoting newsworthy and other special initiative events through social media and website by working with the Marketing and Communications Director to execute digital advertising as necessary.
- Working with contracted photographer to post and organize photos as well as help with editing if/when necessary.
- Helping the initiative stay current and progressive in its digital communication and marketing efforts.
- Other duties as assigned that help promote and advance the goals of the NSEM initiative.

QUALIFICATIONS

- Background in digital communications and marketing experience.
- Knowledge in the latest digital and social media technology and channels to reach a variety of unique audiences.
- Demonstrated, excellent communication and writing skills.
- Demonstrated, excellent organization and project management skills.
- Strong technical skills, including demonstrated proficiency in content management systems, email marketing and social media platforms.
- Highly motivated, quick learner, able to work and thrive in a team approach.
- Video shooting, editing and photography experience strongly preferred.