



Content Marketing Intern

Term: Winter, Spring, Summer or Fall

Length: 10 weeks or longer (flexible)

Hours per Week: 15-25 (flexible)

Reports to: Marketing & Communications Manager

Primary Function:

The Bernie's Book Bank Content Marketing Intern is a self-starter who assists with marketing and communication efforts.

Essential Job Responsibilities:

- Draft, edit and publish feature stories for the Bernie's Book Bank blog
- Assist with social media content creation (Facebook, Twitter, Instagram, LinkedIn and Snapchat)
- Research and track trends for competitive analysis reports
- Serve as a representative of Bernie's Book Bank at community outreach events
- Edit marketing and communications materials
- Provide support for digital photography efforts
- Maintain children's thank you note archives
- Participate in brainstorming sessions and team meetings
- Assist with administrative tasks, as needed

Requirements:

- We are looking for candidates who are passionate about our mission to significantly increase BOOK OWNERSHIP among under-served infants, toddlers and school-age children.
- MUST have a high school diploma
- MUST have and exude an exceptionally positive, "I CAN/I WILL" attitude and be self-motivated
- MUST value all daily tasks as essential to our mission
- MUST demonstrate an understanding of the value of relationships as the lifeblood of Bernie's Book Bank
- MUST represent the following qualities: problem-solving, strong work ethic, fast-paced, flexible, responsible, communicative, organized, personable, multi-tasking
- Ability and willingness to take direction
- Prior communications and marketing experience are preferred, but not required

Working Conditions/Physical Demands: While performing the duties of this job, the incumbent will typically be working in an office or event space environment. Will sometimes be asked to do moderate lifting, bending, pulling, and standing for extended periods. Reasonable accommodations may be made for individuals with disabilities to enable them to perform the essential duties.