



Marketing and Events Internship Fresh Start Women's Foundation

Fresh Start Women's Foundation is looking for a part-time **Marketing and Events Intern** to join our **Development Team** for summer/fall 2018. The ideal applicant will possess strong knowledge of the digital media landscape, including various social media sites, and in interest in marketing, public relations or events.

The successful candidate will be responsible for contributing to the marketing efforts of Fresh Start Women's Foundation. They will be responsible for monitoring and posting on social networks, participating in online outreach and promotion, tracking our digital analytics, fundraising events and more. For Fresh Start, our marketing needs and annual events go hand in hand. This role will give hands on experience in nonprofit marketing, fundraising and event management.

Internship Responsibilities:

- Work with the Marketing Manager to implement marketing campaigns
- Monitor social media platforms and track monthly progress
- Create engaging social media content for Facebook, Instagram, Twitter and LinkedIn
- Assist with the monthly development newsletter
- Interview volunteers for the monthly volunteer spotlight
- Promote special events and features happening at the Resource Center; assist programs and services staff with flyers and outreach
- Assist in the general distribution of press releases and media alerts
- Support the Events Manager with the annual event: Wine Women and Shoes
- Wine Women and Shoes tasks including but not limited to:
 - Provide marketing and PR support for the fundraising event:
 - assisting with auction packages and CrowdRise pages
 - Database management and tracking of auction items.
 - Help coordinate event logistics.

Qualifications and Skills:

- Currently enrolled in a University or a recent graduate with a Bachelor's Degree in Marketing, NonProfit, or Communications

- 1-2 years' experience in marketing, advertising or events
- Organized and detail oriented
- Good time management skills
- Excellent oral and written communication skills
- In-depth working knowledge of Facebook, Twitter, Instagram, and LinkedIn
- Basic knowledge of Photoshop

To Apply:

- Send resume and cover letter to Katie Selph (kselph@fswf.org). Applications due by April 30, 2018
- Position will run May 14, 2018 – September 28, 2018
- This position is unpaid and part-time/3 days per week

About Fresh Start Women's Foundation:

Since 1992, Fresh Start Women's Foundation has been on a mission to provide education, resources and support for women to positively transform their lives and strengthen our community. We envision a community where every woman reaches her full potential through achieving personal empowerment and financial self-sufficiency.

Our nonprofit organization helps women 18 and up focus on key areas of their lives, with a wide range of services, classes and workshops designed to teach self-confidence, life skills and career development. Learn More: www.freshstartwomen.org