



POSITION: Digital Marketing Intern
SUPERVISED BY: Digital Marketing Associate

POSITION SUMMARY: Second Harvest Heartland's Digital department is seeking an intern to assist in the digital marketing functions of the organization.

DUTIES AND RESPONSIBILITIES:

- Create graphics for use on the 2harvest.org website and social media platforms.
- Support with writing and updating of website content.
- Assist in analyzing email results and reporting back to team with recommendations to further enhance and improve email marketing efforts.
- Update CMS content and images as needed.
- Create and design HTML emails for use in fundraising and recruitment efforts.
- Track marketing progress through Google Analytics.
- Collaborate with team to create effective online communications strategies.

LEARNING OBJECTIVES:

- Provide a basic grounding in nonprofit digital fundraising.
- Provide background on processes for creating and benchmarking online marketing campaigns.
- Provide basic grounding in project management and digital strategy development.

REQUIREMENTS/EXPERIENCE:

- Familiar with web technologies - experience with HTML5 and CSS.
- Comfortable using and writing HTML5 to update websites and write custom emails.
- Familiar with Adobe Creative Suite (Specifically Photoshop and Illustrator).
- Self-motivated, able to take direction, deadline orientated.
- Strong writing, communication, and informational research skills.
- Ability to function in a team environment.

PREFERRED SKILLS:

- A solid understanding of major social media channels.
- Photography and video editing skills.
- Google analytics experience.

TIME REQUIREMENTS AND SCHEDULE:

- **Total time requirement:** 15 hours per week
- **Project Start date:** May 31, 2019
- **Project completion date:** August 30, 2019
- **Days of the week:** Flexible
- **Time of the day:** Flexible
- **Work site:** Second Harvest Heartland, East; 1140 Gervais Ave, Maplewood, MN

ORGANIZATION CONTACTS:

- Digital, Communications, Direct Response, Volunteer Svcs., Development departments
- Other employees across the organization, as necessary

HOW TO APPLY: Please submit cover letter and resume to Internships@2harvest.org