

Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

Charity Navigator

Internship Role Title:

Marketing Intern

Industry Classification

Nonprofit

Internship Category

Marketing/Media & Communications

Number of roles available:

1

Available to (select any that may apply)

College Student

Graduate Students

Work Location (select any that may apply)

100% Virtual

Many of applicants utilize public transportation. Is the work location accessible by public transportation?

No, the work location isn't accessible by public transportation

If this work location isn't accessible by public transportation, is there any additional support you can provide the intern?

No, additional support will be provided by the host.

Mission of Hosting Organization

Our mission is to make impactful giving easier for all.

How does this internship role support the mission/purpose of the organization

Our interns have a critical role in contributing to the mission of Charity Navigator. Since we are a small team of just 40 overall and 3 within our marketing team, our interns have a chance to step in and do exciting work to help Charity Navigator make a difference, and in the process, develop important marketing skills.

What functions within the organization will the intern be working with? For example, this role will work with Staff Counselor, Finance Staff, and Operations Team

Our marketing team works closely with all departments within the organization allowing exposure to various roles and disciplines including: development/fundraising, programs, technology (IT), and human resources

Will there be additional networking opportunities within the organization for the intern to gain

expose to other roles and functions.

The marketing intern will have the opportunity to work with outside suppliers including: PR agency, paid search company, and social media placement

Anticipated Start Date Tuesday, May 27, 2025

Anticipated End Date Friday, August 8, 2025

Total Number of Weeks for the internship: 10

Total Number of hours per week the intern is expected to work: 20

Workday starts at: (start time or flexible) Flexible

Workday ends at: (start time or flexible) Flexible

Host Organizations website:

www.charitynavigator.org

Hiring Contact Name Kim Blackman

Hiring Contact Email kblackman@charitynavigator.org

Mentor Name Dee Derusha

Mentor Email dderusha@charitynavigator.org

Internship Summary

Are you passionate about making a positive impact on the world? Do you have a flair for creativity and a drive to learn the ins and outs of marketing? Look no further! Join us as a Marketing Intern at our dynamic nonprofit organization and be a part of our mission to create meaningful change. As a Marketing Intern, you'll be at the forefront of promoting our nonprofit's vision, initiatives, and events. This internship offers a hands-on experience where you'll collaborate with a talented team, brainstorm innovative ideas, and implement marketing strategies to reach a wider audience and increase engagement.

Essential Responsibilities of this role?

- Work closely with our marketing team to assist in developing and executing strategic marketing plans
- Coordinate writing and imagery for social media posts, blogs,

newsletter articles, client success stories

- Research & coordinate online opportunities to promote the organization
- Create materials/graphics/videos that help with program recruitment needs
- Assist with and attend special events
- Track story placements in print/online news outlets
- Assist with additional tasks that support department team members
- Conduct market research and analyze data to identify trends, audience preferences, and campaign effectiveness

Skill Development Opportunities

Teamwork

Time Management

Adaptability

Work Ethic

Knowledge and skills required for this role

Skills we'd love to see in our intern

- Self-starter mentality
- A strong work ethic and superior attention to detail
- Innately curious and excited to dig in and learn quickly
- Creates positive energy through a team-first attitude
- An interest about the nonprofit industry (although nonprofit does not need to be the goal of future career path)
- Flexible and solutions-oriented

What does success look like for the intern at the end of the summer

Success will be defined by the individual. We will work hard to identify the interests of the intern and use that to help shape the role to meet those needs. There will be opportunities to own work end-to-end to help the intern as they prepare for their career.

Prepared by:

Kim Blackman

Date

Friday, December 20, 2024