

Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

Engage! Cleveland

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

Work Location (select any that may apply)

Flexible/hybrid- The role can be a combination of virtual and in-person-(Must be able to come into office location on agreed upon days)

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

Yes, the work location is accessible by public transportation (Bus/Train)

Mission of Hosting Organization

Our mission is to attract, engage, and retain emerging, diverse talent to Greater Cleveland.

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

As a Marketing Summer Intern, you will:

- Gain exposure to the Cleveland business community and young professional network.
- Develop valuable marketing experience, with a focus on content creation, graphic design, and digital marketing strategies.
- Enhance your skills in content strategy, graphic design (Canva), and website content management.
- Work closely with the Marketing & Communications Manager, gaining mentorship and insight into nonprofit marketing and community engagement.

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

Marketing Manager

Will there be additional networking opportunities within the organization for the intern to gain expose to other roles and functions.

Yes

Anticipated Start Date

Monday, June 2, 2025

Anticipated End Date Wednesday, August 20, 2025

Total Number of Weeks for the internship: 10

Total Number of hours per week the intern is expected to work: 8

Workday starts at: (start time or flexible) 8:30am (flexible)

Workday ends at: (start time or flexible) 5:00pm (flexible)

Host Organizations website:

<https://engagecleveland.org/>

Hiring Contact Name Ashley Basile Oeken

Hiring Contact Email ashley@engagecleveland.org

Mentor Name Belle Mercurio

Mentor Email Belle@engagecleveland.org

Internship Summary

Location: In-person or Hybrid (Cleveland, OH)

Duration: Summer 2025, up to 10 hours per week

Compensation: Unpaid

About Engage! Cleveland

Engage! Cleveland is a dynamic community engagement organization committed to making Cleveland a top destination for young professionals, emerging talent, and business and community leaders. Founded in 2010, we have grown into a vibrant 501c3 that brings together the region's early and mid-career professionals and businesses, fostering a community where talent thrives and connections are built.

Internship Overview

The Marketing Summer Intern will work directly with the Marketing & Communications Manager to support the growth and development of the Engage! Cleveland brand. This is an exciting opportunity for a motivated undergraduate student to gain hands-on experience in marketing, content creation, and community engagement while contributing to the promotion of Cleveland as a thriving hub for the next generation of leaders.

Essential Responsibilities of this role?

Key Responsibilities

- Craft engaging blog posts for our website to help build and strengthen the Engage! Cleveland brand.
- Create and refine destination guides for Cleveland, showcasing local businesses, events, and landmarks.
- Audit and update content on our "Discover the CLE" website to ensure all information is accurate and up-to-date.
- Assist with other marketing tasks and projects as needed, contributing to the overall success of marketing campaigns.

Skill Development Opportunities

Communication Skills

Problem Solving Skills

Interpersonal Skills

Teamwork

Creativity

Adaptability

Work Ethic

Knowledge and skills required for this role

Skills & Qualifications

- Strong organizational skills and attention to detail.
- Excellent communication skills, both written and verbal.
- Proficiency in Canva and Google Suite (Docs, Sheets, Slides).
- Self-starter with the ability to take initiative and work independently.
- Eagerness to learn and contribute in a fast-paced environment.
- Must be enrolled in an undergraduate program.

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

Content Creation and Engagement, High-Quality Blog Posts, Refined Destination Guides, Website Updates, Contribution to Marketing Campaigns, Assisting in Campaign Execution, Improved Community Engagement, Skills Development, Marketing and Digital Content Expertise, Web Content Management, Effective Communication, Independent Contributions, Creative Problem Solving, Mentorship and Networking, Brand Growth and Visibility, and Enhanced Online Presence

In summary, success at the end of this internship would be reflected in the intern's contributions to Engage! Cleveland's marketing efforts, the development of new skills, positive feedback, and their ability to work independently while supporting the organization's goals of promoting Cleveland as a vibrant destination for young professionals.

Prepared by:

Megan Turek

Date

Friday, December 20, 2024