



Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

Cleveland Council on World Affairs

Internship Role Title:

Marketing and Outreach Intern

Number of roles available:

1

Available to (select any that may apply)

College Student

Graduate Students

Work Location & Office Covid Protocols is applicable (select any that may apply)

All in person

Internship Work Address:

812 Huron Rd E, Suite 620
Cleveland, Ohio, 44115

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)

If you selected yes, the work location is accessible by public transportation please provide additional information such as what bus or train line is accessible to the work location

Our office is in downtown Cleveland, walkable from the RTA station in Tower City, and there are multiple bus stops close by.

Mission of Hosting Organization

Our mission is to inspire engagement in international affairs and world cultures through citizen diplomacy, education, and public dialogue.

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

We deliver a range of programs that offer international affairs education and build global awareness in the three program areas reflected in our mission: global education; speaker programs; and international exchanges. This internship will focus on increasing CCWA's visibility and community impact through developing impactful and fresh marketing materials for each of these programs, as well as conducting a summer development campaign.

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

This role will primarily work with the Office Coordinator, as well as with the Senior Director of Development and Marketing.

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

There will be meetings throughout the summer for all interns to meet with other members of the staff and learn about career paths within international affairs, as well as a workshop to build their resume and cover letter skills for the future.

Anticipated Start Date Monday, June 3, 2024

Anticipated End Date Friday, August 2, 2024

Total Number of Weeks for the internship: 10

Total Number of hours per week the intern is expected to work: 15

Workday starts at: (start time or flexible) 9:00 am (flexible)

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

Host Organizations website:

<https://www.ccwa.org/>

Contact Name Grace Blanchard

Contact Email gblanchard@ccwa.org

Mentor Name Grace Blanchard

Mentor Email gblanchard@ccwa.org

Internship Summary

This internship will specifically focus on supporting the marketing, social media, and other outreach activities of CCWA. CCWA produces weekly newsletters and conducts social media outreach to promote its programs and its work/mission in the Cleveland community. The intern will be expected to conduct an analysis of current social media impact and offer creative ideas on how to improve social media, website, and other marketing content.

Essential Responsibilities of this role?

With guidance from supervisor, the Marketing Intern will have the following responsibilities:

- Create a weekly summer newsletter campaign around a relevant theme.
- Create social media templates for the various CCWA programs.
- Analyze the impact of CCWA's social media efforts (data on post hits, growth in followers, etc.). This analysis will be compiled into a formal report at the end of the internship. If possible, the report will include suggestions for how to increase social media following.
- Review CCWA's website and update web content, where necessary. This may include the creation of new webpages.
- Draft marketing materials related to the summer campaign (around theme to be determined) and/or related to other CCWA activities.
- Assist with letters and mailings.
- Assist with foundation research.
- Assist with database management.

Skill Development Opportunities



Knowledge and skills required for this role

- Have experience with social media
- Possess strong written communication skills
- Have an interest in creative work
- Possess excellent interpersonal skills and be a supportive team player;
- Be detail oriented and able to correctly proofread materials
- Possess superior computer skills (Microsoft Office, specifically Excel, PowerPoint, Canva, and/or Publisher). Familiarity with CRM database is an asset.

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

Success would be that the intern has successfully:

- Created a weekly marketing campaign
- Created social media templates
- Produced a report on social media impact
- Reviewed and updated the website, where necessary
- Worked well with all of the program teams in creating marketing templates that work for them

Prepared by:

Grace Blanchard

Date

Thursday, December 7, 2023