**UpSpring**

**Marketing Intern – Fall 2024**

**Organization:** UpSpring’s mission is to empower children experiencing homelessness in Greater Cincinnati and Northern Kentucky by providing opportunities through education and enrichment. Our vision is to positively transform our communities by breaking the cycle of homelessness and poverty. Each year UpSpring empowers the lives of over 4,000 children experiencing homelessness in our region. Since our founding in 1998, we've elevated more than 45,000 children experiencing homelessness.

**Position Description**: The Marketing Intern will play a key role in supporting our marketing programs. The role will work closely with the Development & Marketing Director by providing assistance and implementation with all marketing streams for UpSpring. This is an outstanding opportunity for an individual interested in learning more about nonprofit marketing. The internship offers exciting hands-on experience and the opportunity to gain new skills. This position is largely remote, with occasional in-office/field days as needed. Position available for fall semester 2024.

**Responsibilities:**

· Work with Development & Marketing Director to plan and execute all marketing activities including social media, MailChimp, postal mail, and local media outreach.

· Produce targeted marketing plans to influence specific audiences and showcase the purpose of UpSpring.

· Participate in any in-person marketing opportunities, including set-up, tear-down, and coordination of overall event.

· Light graphic design and website development.

· Assist in ensuring proactive planning, communication, and execution.

· Assist with marketing stream solicitation, tracking, and management.

· Assist with sponsor acknowledgement.

· Other related duties as assigned.

**Qualifications:**

· Organizational skills to manage multiple tasks, attention to detail, and the ability to prioritize in a changing environment and still meet deadlines

· Dynamic self-starter who takes initiative, highly reliable; ability to work independently and as part of a team.

· Excellent verbal, written, and presentation skills with ability to communicate the story of our mission and fundraising objectives.

· Strong knowledge of current web and software applications (Microsoft Office, social media Canva, Squarespace, etc.) preferred.

· Demonstrated diplomacy, tact, professional demeanor with an understanding of the importance of handling and maintaining confidential information and high value. relationships.

**Work Hours:**

Flexible hours from September through December to accommodate required number of hours. Work environment flexible between remote and our office in Queensgate.