



Digital Marketing Internship

Start & End Date:

August 30 - December 17

Unpaid Internship (Could extend past end date)

Applicable Majors:

Marketing, Communications, Digital Marketing, Public Relations, Advertising

Why this position matters:

This internship is a great opportunity for you to build a significant portfolio showcasing your marketing skills. You will become a trusted member of the team with considerable responsibilities and lots of support and training. You will be able to show future employers how, because of your leadership and creativity, you improved engagement and increased donations to help hundreds of orphans! This is a position that won't just help you gain experience and a portfolio, this is an opportunity for you to change the future of children.

What this role is all about:

We are looking for the Digital Marketing Intern who is creative and highly motivated to make a difference. You need to already have some marketing and social media management experience along with a passion for connecting with our past and future followers and ambassadors. You will be responsible for creating a deliberate and intentional social media strategy that delivers results through organic and sometimes paid advertising. The strategy will build and grow brand awareness and create a positive online reputation.

Possible responsibilities are: creating original content for social media, engaging on social platforms with relevant individuals or groups on our behalf, managing paid ad campaigns, crafting and testing email messages to send people to landing pages on our website, and/or publishing blog posts to our website. Ideally, you should have a basic understanding of graphic design principles, paid advertising, and campaign calendar management, but we do offer training on these things wherever it's needed.



In short you will be responsible for:

- Writing persuasively and designing relevant, original, high-quality content (for all channels and ads)
- Building and engaging our community on a daily basis with the ultimate goal of turning fans into donors and volunteers
- Integrating all of our marketing channels (social media, SEO, content marketing, email, print, and digital marketing)

Required Skills:

- Experience with social media marketing
- Experience and/or knowledge of market research and paid advertising
- Ability to connect strategies to build and nurture a community
- Ability to work on a team as well as independently
- Excellent written and verbal communication skills; proficient in English
- Superb organizational skills
- Excellent time management skills; able to prioritize

Nice to Have Skills:

- Some Spanish skills
- An eye for design
- Ability to film/shoot video
- Ability to “perform” (speak confidently and energetically) in front of a camera

A note from the Executive Director:

If you want to apply for this position, the following should be true of you:

- You love writing! You enjoy writing stories, writing to explain new concepts, and writing persuasively!
- You need to take initiative and be willing to make mistakes. We’ve failed lots in the past and try to make new mistakes every day because we believe that is how you learn the quickest. You need to trust us to be cool and you need to be vulnerable.
- You aren’t assumptive, you look for clarity and don’t mind looking ignorant because you care more about being valuable than looking smart. You will understand why you are doing what is asked of you because you know we expect you to use your brain and make judgement calls regularly.



- You should know yourself pretty well - knowing your strengths and weaknesses (bonus points if you include your top 5 strengths from Gallup's Strengthsfinder assessment in your cover letter).
- You should be confident and friendly, not intimidated by others. You should be direct and to the point and not worry about hurting our feelings (but don't be mean).

About Us:

A Child's Hope Foundation (ACHF) is a 501(c)3 public charity that's mission is "Lifting Orphans from Surviving to Thriving." Please do check us out at www.achf.org and look for us on FB and Instagram.

To apply, email your cover letter and resume to info@achf.org.