Marketing and Communication Internship Overview

**Description:** Intern for the Development Department will help develop and assist in content creation, event planning and communication for Blue Mountain Humane Society. This is an unpaid internship.

**Schedule details:** 10 to 20 hours per week

- Dates/Times: TBD during quarter – typically scheduled during business hours Monday through Friday, 8:00 a.m. to 5:00 p.m.

  Internship dates will be TBD but typically run for the duration of the quarter

**Supervisor:** Hallie Anderson, Marketing and PR Coordinator

**Projects:**

- Review of BMHS website, Facebook, Instagram and Snapchat filters
- Review of past newsletters and other appeals
- Completion of Volunteer Application
- Marketing:
  - Learn to use PicMonkey.com – online design website utilized for creating marketing content
  - Learn the design standards & voice of BMHS
  - Use Adobe Photoshop, iMovie and InDesign to create content for BMHS
  - Answer phones as available
- Create marketing collateral for upcoming events including the following:
  - Press Releases, as needed
  - Creating digital graphics and content
  - Creating flyers, brochures and other promotional material
  - Updating online calendars with event information
  - Taking promotional photos of animals
- Assist in Adoption Ambassador Program
  - Assist with communication surrounding this program
- Assist in creation of material for monthly e-newsletters and print newsletters
- Assist in posting on Snapcat and building followers
- Assist in website updates, as needed
- Take lead of Blue Mountain Humane Society’s Instagram account for posting and building followers
- Take lead of updating Front Desk informational slideshow

To apply: Please email cover letter and resume to development@bluemountainhumane.org

Reference "Marketing and Communication Internship" in the subject line.