

Job Description

Job Title: Marketing Intern
Reports To: Executive Director
Status: Part-time (15-20 hours per week), Year-round



Job Purpose:

Plan and design marketing materials including electronic newsletters, social media posts, flyers, banners, billboards, signs, and t-shirts. Manage content of website. Design and produce videos. Assist with program activities as needed.

Essential Duties and Responsibilities:

Marketing Duties:

- Monitor social media platforms for trending news, ideas, and feedback.
- Design marketing materials including electronic newsletters, social media posts, flyers, banners, billboards, signs, and t-shirts.
- Post messages on social media and distribute newsletter.
- Manage content of website.
- Help plan and host marketing events.
- Assist with the preparation of presentations.
- Assist with development of marketing campaigns.

Program Activities and Community Involvement:

- Answers phone calls when Program Staff are not in the office.
- Assist with daily administrative duties as needed.
- Assists with occasional weekend cleanups, recycling events, beautification projects, and weekend and/or evening festivals, events, and presentations.

Public Relations:

- Follows all expectations as outlined in the KMB public relations policy.
- Represents KMB as a professional and champion of the environment.

Fundraising:

- Promotes membership in and donations to KMB as appropriate.
- Assists with KMB's annual Volunteer and Partner Appreciation event.

Reporting and Data Tracking

- Collect quantitative and qualitative data for marketing campaigns.

Supplemental Functions:

- Performs other similar duties as required.
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Job Specifications and Qualifications:

Applicants must qualify for Federal Work Study Program

Knowledge:

- Familiarity with marketing computer software (e.g. Canva) and social media platforms
- Knowledge of, or interest in, litter prevention, recycling, beautification, and other environmental issues
- Good understanding of the latest marketing trends and techniques

Skills:

- Excellent verbal and written communication skills
- Excellent telephone etiquette skills
- Skilled in the use of Microsoft Office Suite
- Ability to prioritize, multi-task, and work independently

- Excellent organizational skills
- Must be detail oriented
- Strong propensity for teamwork
- Must have a clean driving record and ability to drive a large pickup truck (or be willing to learn)

Education & Experience:

- High school diploma
- Current enrollment in an undergraduate course in marketing, communications, or a similar field

Licensing and Certifications:

- Valid Driver's License
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Working Conditions / Physical Requirements:

- Work is performed primarily in an office environment and requires the ability to operate standard office equipment and keyboards. Must have the ability to lift and carry bins and boxes containing litter pickup supplies, recycling bins, bags of shoes, parcels, packages, and other items up to 30 pounds.
 - Some work (less than 15%) requires working outdoors under extreme weather conditions hosting recycling events and conducting litter pickups on roads and waterways which may require walking up to 2 miles, bending, crouching, grabbing and other physical movements as well as loading and unloading supplies for events. Beautification projects will require the individual to plant trees, flowers, and shrubs with the use of garden tools such as shovels, rakes, etc.
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Salary

- **Federal Work Study Applicants Only:** \$15/hour (school pays \$13.50, KMB pays \$1.50) + discount on tuition
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This job description is designed to provide an overview of the types of duties and responsibilities that will be required of this position and title and shall not be construed as a declaration of the only duties and responsibilities. Employees may be requested to perform job-related tasks other than those specifically presented in this description. Fair Labor Standards Act (exempt/non-exempt) is designated by position. The employer actively supports Americans with Disabilities Act and will consider reasonable accommodations.