



Internship: Development Marketing

Company: Warrick Dunn Charities, Inc.

Location: Atlanta, Georgia

COMPANY DESCRIPTION

Since 1997, Warrick Dunn Charities, a 501(c)(3) recognized nonprofit, has helped single parents and children thrive academically, socially and economically. With community and corporate support, Warrick Dunn Charities awards down-payment assistance, food and other donations to single parent families and children across the nation to combat poverty, hunger and ensure families have comfortable surroundings and basic necessities to improve their quality of life. Warrick Dunn, former all-pro running back and philanthropist, began “Homes for the Holidays” during his rookie season in the NFL to honor his late mother. Betty Smothers, a Baton Rouge police officer was killed while working an off-duty assignment. Betty's Hope pilot program operated to empower youth to manage grief and to activate healing. Through Warrick Dunn Charities programming, Dunn memorializes his mother while giving hope and healing to communities.

Position Summary

The Development Marketing Intern position focuses on planning and implementation of strategic marketing programs and cohesive communications campaigns to support the mission and outreach for Warrick Dunn Charities (WDC). The Development Marketing Intern is responsible for learning and developing campaigns with key emphasis on execution of strategic and targeted promotions/communications/publicity - whether digital, social, mobile, or events - from creative development through implementation and analysis/reporting. In addition, he/she is responsible for supporting the visual identity and brand messaging to ensure that it is consistent and promotes WDC to the general public and existing/potential partners in a manner that appeals to varied audiences. This position requires creativity, leadership, time-management expertise, ethical standards and judgment, flexibility, initiative, excellent written grammar and strong verbal skills.

Essential Duties and Responsibilities (include but not limited to):

- Identify and develop new opportunities
- Research and activate community and corporate partnership opportunities
- Develop PR and marketing communications plan
- Create targeted campaigns based on CRM profiles
- Manage media relations and external communications
- Prioritize publication and speaking-engagement opportunities
- Research, develop and manage social media strategies and accounts to include but not limited to Facebook, Twitter, YouTube, Instagram, Pinterest and Wordpress
- Work collaboratively with program managers and third party agencies
- Design and manage content for e-communications, web, and social media
- Optimize web presence using Search Engine Optimization
- Stay on top of digital trends, new technologies and tactics online, in mobile, tablet and social

- Review and distribute media alerts, news releases
- Develop marketing collateral and proposals
- Coordinate events and public relations efforts for WDC in coordination with staff
- Create PowerPoint and Prezis for internal and external presentations
- Write creative briefs to guide design of marketing elements
- Other duties as assigned

Required Competencies & Other Skills: Excellent communication (oral and written) and interpersonal skills. Proactive and results-driven, with strong project management and organizational skills. Flexible and able to handle multiple projects and tasks simultaneously in a dynamic, fast-paced environment. Keen attention to detail. Proficiency in Microsoft Office suite and Adobe graphic design applications. Familiarity with HTML coding or willingness to learn. Proficient use and understanding of social media networks.

Qualifications

- Preferred majors: Marketing, Public Relations, Communications, or Journalism)
- Demonstrate professionalism, initiative, problem solving, and event planning competencies
- Proficient in Mac and/or MS Office applications
- Ability to use graphic design programs specifically Photoshop, PowerPoint and InDesign or multi-media skills (i.e. Flash, video and audio editing) a huge plus, not required
- Familiarity with social media, blogging and new media
- Willingness to travel as requested

Expectations

- Attend occasional after-hours business events and networking functions
- Stay abreast of media trends, political and local community initiatives related to WDC programming

Please send cover letter, resume and two (2) samples of your work.

This position reports to the Executive Director and/or Program Coordinator.