



Volunteer Opportunity Description

Position Overview	The Marketing Intern will assist in the implementation of Arc’s Marketing plan to increase awareness and visibility of the organization and its programs.
Position Title	Marketing Intern
Position Type	Non-paid Internship suitable for undergraduate/graduate students or others interested in the position
Key Responsibilities	<ul style="list-style-type: none"> ▪ Assist in the establishment of editorial calendars ▪ Develop and post content to various social media outlets ▪ Track and analyze social media trends and outcomes ▪ Generate visual and verbal content for various publications both online and print (i.e. newsletters, flyers, presentations)
Initial Impact	Assist in the successful implementation of department goals and outcomes.
Sustained Outcomes	As a Marketing Intern at The Arc of San Diego, you will support the department in reaching its fiscal year goals and outcomes.
Training	<p>The training will include the following:</p> <ul style="list-style-type: none"> ▪ Orientation of The Arc of San Diego ▪ Explanation of proper procedure and protocol ▪ Strategies for working with individuals with developmental disabilities ▪ Explanation of paperwork <p>Each intern will also receive:</p> <ul style="list-style-type: none"> ▪ Volunteer handbook ▪ Observations with an evaluation containing constructive feedback
Support	Staff will actively assign and evaluate projects that provide hands-on marketing experience in a nonprofit environment. All interns also receive regular feedback from the Vice President of Marketing and Development.
Commitment	This is a weekly commitment.
Length of Time	This internship requires a minimum commitment of 3 months
Amount of Time	Six to ten hours/week
Specific Schedule	TBD, Flexible
Location	Sulpizio Family Center, 3030 Market Street, San Diego, CA 92102
Qualifications	<p>The ideal candidate will be:</p> <ul style="list-style-type: none"> ▪ Familiar with social media planning, posting and management tools (i.e. HootSuite, Tweetpi, etc.) ▪ Acquainted with image manipulation software (i.e. Photoshop, Publisher, etc.) ▪ Knowledgeable of Microsoft Office
Skills	The ideal candidate will have experience in researching and analyzing strategic marketing and social media trends as well as in interacting and corresponding with excellent written and verbal communication skills. Proficiency in planning, generating and posting social media content as well as familiarity with imaging software is beneficial.
Benefits	<p>This opportunity is beneficial because:</p> <ul style="list-style-type: none"> ▪ You will directly participate in and contribute to the Marketing and Development Department of one of the largest nonprofits and providers of services to individuals with developmental disabilities in San Diego ▪ You will build experience and receive constructive feedback in order to improve ▪ You will gain professional references

For more information contact Michael Mather, Marketing & Community Outreach Manager, via phone at 619-685-1175, ext. 294 or email at mmather@arc-sd.com.

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