

Organization: Duluth Area Family YMCA

Internship: **Marketing & Communication**

Reports To: Marketing Director & Camp Director

Hours: Flexible



The Y: We're for youth development, healthy living and social responsibility.

Position Summary:

Supports organizational marketing strategy and brand identity for YMCA Camp Miller. Establishes audience and goals and creates unique and targeted marketing plans to reach those goals. **Note:** This internship can be located in either the Duluth area or Sturgeon Lake. Housing is available on site at camp if you choose the Sturgeon Lake option.

YMCA Camp Miller is a 342-acre camp located on the shores of Sturgeon Lake, about 45 minutes south of Duluth. In the summer, Camp Miller offers week-long overnight and day camp experiences. The rest of the year, Camp Miller serves as a Rental and Retreat Center. We provide environmental education and outdoor experiences for thousands of people each year. This is a unique opportunity to work with one of the oldest YMCA camps in the United States.

Essential Functions:

1. Social Media Management
 - a. Generate, edit, publish and share content (text, images, video, etc.) for the YMCA's Social Media and other relevant platforms.
 - b. Execute posting schedule and respond to comments.
2. Planning and Coordinating Special Events
3. Community Outreach
 - a. Develops, produces and distributes information necessary to promote YMCA Camp Miller.
 - b. Represents camp at community events, career fairs and other tabling opportunities.
4. May Include Development Work:
 - a. Assist the with developing and growing our individual donor base; manage the Annual Campaign; and cultivating major gifts.
 - b. May write grant proposals and reports.
5. May Include Graphic Design Work:
 - a. In consultation with the Marketing Director, you will design and produce posters and flyers announcing the YMCA's programs and services. This involves developing design concepts, selecting appropriate graphics, typestyles, papers and colors and creating designs using a variety of computer programs.
 - b. Apply the Y brand to the design concepts.

Qualifications:

1. Pursuing or received a degree in related field.
2. Strong written, oral and interpersonal communication skills required
3. Proactive and highly organized, with strong project management and planning skills.
4. Self-motivated and able to take initiative.
5. Ability to plan and a passion for strategy.

Compensation:

Interns do receive a YMCA membership during their internship. They also will receive a great resume building experience working in the non-profit sector with one of the largest non-profit organizations in the nation.

Although this internship is unpaid, we will work with you and your school to assist you in receiving college credit. It is the responsibility of the student to determine if academic credit is available through their degree program.

Application Process:

- YMCA Internship Application (found at www.duluthymca.org)
- Cover Letter
- Resume
- Two letters of recommendation

Contact Information:

Gina Miller

Volunteer & Internship Coordinator

Duluth Area Family YMCA

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