



Caswell County Partnership for Children Communications/Marketing Intern

Caswell County Partnership for Children (CCPFC) is a non-profit organization serving children and families in Caswell County. CCPFC improves the quality of life for children and families by supporting initiatives addressing early education, family support, health and youth development. CCPFC administers North Carolina's Smart Start and Pre-K programs, as well as several other grant funded programs. CCPFC strives to be a central source of information about activities, programs, and resources for children and families.

CCPFC is seeking a talented communications/marketing intern to engage our target audience through development of news articles and e-newsletters, assist with our social media accounts and contribute to our website redesign and content. The intern will be responsible for creating original content and identifying reliable sources of information that can be used in our various communication outlets. The intern will manage our organization's image in a cohesive way to achieve our marketing goals.

As a communications/marketing intern, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our organization's views creatively.

Ultimately, you should be able to manage our online and community presence ensuring high levels of traffic and customer engagement.

Communications/Marketing Job Duties:

- Promote brand awareness
- Provide support for media coverage at special events
- Contribute to website redesign and content management
- Create marketing and social media campaigns and strategies
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Generate, edit, publish and share regular content (e-newsletters, social media messages, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Assist with press releases and media alerts
- Develop a tool to track project activities and measure progress

Requirements:

Students applying for this internship should be Marketing, Business or Communication majors. Students may also major in Family and Consumer Service with concentration in Marketing, Business or Communication or a related field.

To apply, email a letter of interest and resume to the CCPFC Executive Director at ccp4child@esinc.net.

Caswell County Partnership for Children
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www.caswellchildren.org www.facebook.com/CaswellPartnershipForChildren

a partner in the
Smart Start network 