

## Gateway Scouting

### MARKETING INTERN

#### **Job Profile:**

- Support marketing and promotion efforts for a variety of programs of Gateway Scouting.

The intern will gain a variety of experiences and exposures as they use various platforms to support different Scouting projects including fundraising, programming, promotions, and communications. You will collaborate with several other team members and a diverse group of volunteers.

Your contribution will help develop, expand, and refine our marketing and communication in the community. You will gain broad experiences in a fast-paced environment working with a variety of people.

#### **Functions:**

- Assist in social media updates to the various channels
  - o [www.facebook.com/campdecorah](http://www.facebook.com/campdecorah)
  - o [www.facebook.com/gatewayareacouncil](http://www.facebook.com/gatewayareacouncil)
- Develop regular communications including the monthly newsletter through Mailchimp
  - o <https://www.gatewayscouting.org/Council-Newsletters>
- Develop graphics to support various events and projects
- Assist with maintenance and updating of the Council website
  - o Note: does not require HTML or programming experience
  - o [www.gatewayscouting.org](http://www.gatewayscouting.org)
- Develop regular printed mail pieces to communicate with donors and stakeholders. Pieces have previously been developed in Canva.
- Directly assist with the planning and execution of major events, both fundraising and programming.
- Other marketing projects and tasks as they are identified – signage, videos, promotional pieces, etc.

#### **Time Commitment and Compensation**

This is a paid internship opportunity. The selected candidate will work out an hourly schedule with tasks that can be completed both in the office and remotely.

Based on the desired hours per week (5, 10, 15) and the number of weeks (6, 10, 12, longer) a compensation will be offered in the form of a regularly paid stipend.

Previous interns received a regular stipend of \$10/hour.

#### **Application Process**

To apply for the position of Marketing Intern please submit a cover letter and resume to Joe Carlson, Scout Executive, [joe.carlson@scouting.org](mailto:joe.carlson@scouting.org), 608-615-0298