

Marketing Intern Summer Internship in Menlo Park LifeMoves

Position Title: Marketing Intern

Main office location: LifeMoves Administrative Office, 181 Constitution Drive, Menlo Park, CA 94025

Time Commitment:

- **10 weeks: June 12th – August 18th**
 - Full time (40 hours/week)

Position Details:

LifeMoves is dedicated to helping homeless families and individuals across Silicon Valley and the San Francisco Peninsula return to permanent housing and self-sufficiency. The LifeMoves summer marketing intern will be deeply involved in the inner-workings of the agency's Marketing Department with a special emphasis on social media and digital communication. They will assist with a broad range of marketing activities, communications, social media, digital/online marketing, branding and collateral. The Marketing Intern will be responsible for supporting consistent branding and messaging, and spreading awareness of the LifeMoves mission to current and potential donors, volunteers, and community partners.

Responsibilities May Include:

- Draft daily posts and monitor activity on Facebook, Twitter, and LinkedIn
- Manage messaging across social media profiles, website, and collateral
- Complete research on best practices for donor and community engagement on social media
- Manage blog content and design for our Summer Adventure Camp
- Apply standard graphics and formatting to the website, social media, and documents
- Support the planning and marketing for agency events including the Ride to End Homelessness
- Complete special projects and provide organizational support as assigned

Position Requirements/Preferred Skills:

- HS Diploma and some college
- Very strong writing and proofreading skills
- Profound attention to detail
- Proficiency in MS Office Suite, particularly Outlook, Word, Excel, and PowerPoint
- (Preferred) Experience with Adobe Creative Suite: Illustrator, InDesign, Photoshop, Facebook Page Manager, and Twitter account management
- Diligent work ethic, positive attitude, and desire to learn about LifeMoves marketing strategies and business management techniques

Learning Outcomes:

- Hands-on engagement in marketing/communications for one of the largest and most effective non-profit agencies serving homeless populations in the SF Bay Area
- Insight into strategic decisions affecting the agency's short and long-term growth
- Networking opportunities for career development with LifeMoves staff, donors, volunteers, board members, and partner agencies

Compensation: Unpaid

Supervisor: Andrew Knaack, Annual Fund Manager