

POSITION DESCRIPTION

JOB TITLE: Creative Marketing Intern
DEPARTMENT: Administration
REPORTS TO: Regional Marketing Director and Digital Marketing Specialist

The Marshall Area YMCA is seeking a marketing intern who is passionate about content creation and digital storytelling. This is a flexible, part-time role with on-site expectations to capture and create content.

As the Creative Marketing Intern, you will be responsible for conceptualizing and creating engaging content for the Y's social media channels, with additional opportunities to expand your skills by producing content for newsletters, the website, and other communication platforms. Interns will also gain hands-on experience with social media strategy, campaign development, and analytics reporting.

The ideal candidate stays current with emerging trends and has video editing and design experience. Experience managing social media accounts is preferred but not required.

Time commitment: 10-15 hours per week

ESSENTIAL FUNCTIONS:

- Produce social content by capturing photos and creating videos for the YMCA's social media platforms, including Facebook, Instagram, and LinkedIn.
- Assist in creating short-form video content (Reels/TikTok-style).
- Collaborate with program directors, staff, and members to capture authentic stories and highlights from Y programs.
- Work closely with the Digital Marketing Specialist to develop and execute a content plan.
- Write captions and schedule social media posts.
- Monitor, track, analyze and share performance reports.
- Work directly with the marketing team to request graphics and other visual assets.
- Ensure all content aligns with the Y's mission and brand voice, highlighting stories of impact, inclusion, and community.

QUALIFICATIONS:

1. College student studying marketing, business, communications, or similar field.
2. Strong writing and communication skills.
3. Basic video editing skills.
4. Familiarity with social media platforms and their application in marketing environments.
5. Ability to work in a cross-functional team environment.

6. Curiosity about industry trends and competitors.
7. Proficiency in Microsoft Office (PowerPoint, Word, Excel)
8. Experience with social media platforms, including Facebook, Instagram, and LinkedIn.

TO APPLY:

Send Resumé and Cover letter to **Adam Sakry** at adam.sakry@scymca.org.