



Christel House.
International

Global Communications & Marketing Intern Job Description

Reports to: Development Associate for direction, mentoring, follow-up, etc. and for basic items including: amount of time worked, orientation, resources, etc. Also works closely with all development staff to help understand and build awareness, organizational capacity and reach.

General Description

The marketing interns will focus on one or more of the following projects.

Social Media

- Manage our social media presence including our YouTube Channel, Facebook Page, Blog and Twitter accounts.
- Engage followers and creatively seek to increase mentions, fans, followers and traffic on all sites
- Actively participate in the 'online conversations' around poverty, global education, international issues, etc.

Video

- Coordinate the sharing of video amongst Learning Centers to the general public
- Drive the use of video in fundraising and communication opportunities
- Produce video for web, viral marketing, and other promotional uses.

Communication

- Write and develop content for @Christel House (our e-newsletter) and manage delivery using ExactTarget's e-marketing system
- Assist in earned media efforts including press releases, media alerts, op-ed pieces, etc.
- Explore use of Public Service Announcements – soliciting space in local, regional & national media, design and delivery
- Assist with events, outreach and other projects

Knowledge & Skills

Candidate should be capable of initiating and maintaining strong personal relationships. In addition, he/she should be able to coordinate with all departments and learning centers involved to ensure the completion of the above projects. A high degree of organization and self-motivation is required. This person must quickly learn our organization and the market. He/She must also be aware of and able to apply basic marketing/communication principles and other business techniques in order to recognize opportunities to position CHI positively.

Prefer a responsible college undergraduate or recent graduate with a degree in communication, marketing, business, nonprofit management or related field. Graduate students also accepted.

Benefits

Professional experience with a highly-reputable international nonprofit organization. Flexible schedule. Paid parking downtown Indianapolis

Christel House International mobilizes over 250 global staff members, thousands of supporters, friends and family to provide a holistic approach to poverty including quality education, nutrition and healthcare to over 3,000 children. With offices in India, South Africa, Mexico, Venezuela and the U.S. we are breaking the cycle of poverty. For more, visit www.christelhouse.org.

To Apply

Please forward resume and cover letter addressing experience and interests to Nathan Hand at nhand@christelhouse.org.

Up to 2 people will be hired to fulfill the needs above. Positions will remain open until filled.