



## CITY FIRST ENTERPRISES INTERNSHIP PROGRAM

### City First Homes Social Media & Graphics Intern

#### **Internship Snapshot**

- ◆ Fall/Spring/Summer
- ◆ Temporary
- ◆ Unpaid
- ◆ Not Benefits eligible
- ◆ Part Time (minimum 20 hrs/wk)

#### **Duties and Responsibilities**

The Marketing & Graphics Intern will work closely with CFE's Development & Communications Director to manage, implement and expand all activities relating to marketing, communications, and social media outreach. The ideal candidate should have a clear understanding and be able to work with websites, social media, content creation/management, advertising, and video

Duties and responsibilities are encapsulated in the following areas:

#### *Graphics & Creative Development*

- Designing banner ads, email graphics, info graphics, social media graphics and more
- Creating various marketing materials for CFE & CFH

#### *Outreach & Social Media*

- Updates and maintains Facebook, Twitter, and LinkedIn accounts.
- Posts and responds with local or relevant organizations and interest groups.
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our social networks in a manner that invites conversation and interaction.
- Updates social media accounts with current and relevant photos, video, or other content from CFE's activities and events.
- Grows CFE's online social networks by increasing fan-base and interactions.
- Leverage social networks to strengthen relationships with existing clients and increase the number of impressions on potential clients
- Utilize Blogging, SEO, social networking, and backlink building to raise our web presence and placement on web searches within the assigned territory.
- Completes other communications projects as assigned.

**In addition, the Program Intern is responsible for all other duties as assigned. Responsibilities will vary based on specific program needs during the term of the internship and the candidate's background and interests.**

### **Qualifications**

- Education or experience in Community Development, Marketing, Graphic Design or other related field (currently enrolled students are encouraged to apply)
- Passion for our mission and work
- Ability to be proactive and demonstrate initiative; high comfort working independently and as part of a team
- Ability to prioritize, plan ahead and anticipate work that needs to be done
- Flexibility and resourcefulness; adaptability to changing needs and demands
- High level of proficiency with Microsoft Word, Excel, PowerPoint, and Outlook, and deep understanding of social media and comfort with technology