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FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## **MARKETING INTERNSHIP**

Job Title: **Marketing Intern**  
FLSA Status: Part-Time, Non-Exempt  
Reports to: Marketing Director

Job Grade: 7  
Revision Date: 10/30/19  
Primary Function/Department: Marketing

### **POSITION SUMMARY:**

Interns will work closely with all employees and volunteers of the Hastings Family YMCA to analyze, develop and implement a diverse and dynamic marketing plan. Interns will also work to develop, plan, promote and execute various existing and new special events and programs for the Hastings YMCA. This position will require extensive amounts of independent working to complete goals set forth.

### **ESSENTIAL FUNCTIONS:**

1. Develop new ways to reach existing and potential customers.
2. Assist in the creation of the annual marketing plan for the entire organization.
3. Make sure all advertising is coordinated and goes out on time.
4. Develop materials to showcase and advertise the YMCA's mission, programs, events, and fundraising efforts.
5. Assists in managing digital promotions on various platforms.
6. Assist with developing marketing strategies for promoting programs, services, and events.
7. Develop a strong understanding for the organization's services.
8. Develop and lead special events.

### **YMCA COMPETENCIES (Organizational Leader):**

**Mission Advancement:** Incorporates the Y's mission and values into the organization's vision and strategies. Ensures community engagement; promotes the global nature of the Y. Leads a culture of volunteerism ensuring engagement, inclusion, and ownership. Leads a culture of philanthropy.

**Collaboration:** Advocates for and institutionalizes inclusion and diversity throughout the organization. Initiates the development of relationships with influential leaders to impact and strengthen the community. Is recognized as an inspirational community leader who navigates complex political and social circles with ease. Communicates to engage and inspire people within and outside the YMCA. Ensures that a talent management system is in place and executed effectively.

**Operational Effectiveness:** Possesses penetrating insight and strong strategic and critical thinking skills. Invests resources in well-designed innovation initiatives. Creates a structure to deliver organization-wide results to achieve objectives. Develops and implements stewardship strategies. Determines benchmarks and ensures appropriate leadership to meet objectives.

**Personal Growth:** Creates a learning organization. Effectively drives change by leveraging resources and creating alignment to expand organizational opportunities. Shares authority and demonstrates courage and humility. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

### **SKILLS AND QUALIFICATIONS:**

1. Self-motivated individual with strong written, verbal, and organizational skills
2. Experience in Microsoft Office

Hastings Family YMCA  
P.O. Box 1065, Hastings, NE 68902  
(P) 402-463-3139 [www.hastingsymca.net](http://www.hastingsymca.net)

3. Ability to work independently and with others
4. Self-starter; able to work well without constant direction
5. Able to be creative and have the capability to think outside the box
6. Strong research and internet skills
7. Have strong communication skills

**WORK ENVIRONMENT & PHYSICAL DEMANDS:**

1. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
2. While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
3. The employee frequently is required to sit and reach, and must be able to move around the work environment.
4. The employee must occasionally lift and/or move up to 10 pounds.
5. Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
6. The noise level in the work environment is usually moderate.

**BENEFITS:**

1. Exposure to various areas such as public relations, development, non-profit marketing, and community outreach
2. Career building training, such as portfolio and resume preparation
3. Opportunity to gain guidance from an experienced advisor
4. Enhance oral communication skills
5. Foster a rapport with career employers
6. Experience social media and email management
7. Opportunities to build leadership by management of marketing projects

**THIS INTERNSHIP IS A PAID POSITION:**

1. Multiple semesters possible but not required
2. Flexible schedule
3. 10 hours per week required
4. Stipend: \$10/hour
5. **Note:** You are able to take it for course credit as well.

**SIGNATURE:**

I have reviewed and understand this job description.

\_\_\_\_\_  
Employee's name

\_\_\_\_\_  
Employee's signature

Today's date: \_\_\_\_\_