



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

HASTINGS FAMILY YMCA MARKETING INTERNSHIP

Mission Statement:

The Hastings Family YMCA is community based non-profit organization and our objective is to strengthen the foundation of our community. Our mission is to put Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

Eligibility:

An internship opportunity is available for students majoring in marketing.

Areas of Focus:

Our goal of this intern training program is to establish a fundamental foundation and basic knowledge of Recreation Management organizations. Students will also gain an understanding of the program and services that are offered by the Hastings YMCA, and also learn about the importance of the YMCA movement. Internship opportunities may include but are not limited to activities and projects in the following area.

Marketing Intern Description:

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. The end result of such a plan will be determined by the Director of Operations. Interns will also work to develop, plan, promote and execute various existing and new special events for the Hastings YMCA. This position will require extensive amounts of independent working to complete goals set forth.



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Responsibilities:

- Develop new ways to reach existing and potential customer.
- Assist in the creation of the 2016 marketing plan for the entire organization.
- Make sure all advertising is coordinated and goes out on time.
- Coordinate all social media.
- Assist with developing marketing strategies for promoting programs, services, and events.
- Develop a strong understanding for the organizations services
- Develop and lead special events

Skills and Qualifications:

- Self-motivated individual with strong written, verbal, and organizational skills
- Experience in Microsoft Office
- Ability to work independently and with others
- Self-starter; able to work well without constant direction
- Able to be creative and have the capability to think outside the box
- Strong research and internet skills
- Have strong communication skills

Benefits:

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

This internship is a paid position:

- Multiple semesters possible but not required
- Flexible schedule
- 10 hours per week required
- Stipend: \$10/hour

Note: You are able to take it for course credit as well.



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Please complete application and submit with resume to Career Services Office

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