



## Impact Interns: Fall 2020

### Organization Information

Organization Name:	IMPACTdmv Inc.
Address:	111010 Pelican Dr. Upper Marlboro, MD 20772
Website:	<a href="http://www.impactdmv.org">www.impactdmv.org</a>
Organization Description:	Based in Prince George's County, Maryland, IMPACTdmv Inc. is a 501(c)(3) nonprofit organization that provides 14- to 30-year olds with resources designed to promote intellectual, artistic, and social growth through early adulthood. From workshops to creative programming, our captivating events strengthen academic, professional and interpersonal skills, and foster critical connections that leave a lasting impact.
Point of Contact: (Name, title, email)	Armani McMillan, Executive Director, info@impactdmv.org

### Position Description

Internship Time Period:	<input checked="" type="checkbox"/> Fall 2020 <input type="checkbox"/> Other: _____
Hours Per Week:	10
Undergrad/Grad Intern Preference: (you may only select one per project description)	<input type="checkbox"/> Graduate <input checked="" type="checkbox"/> Undergraduate
Internship Description and Duties:	<p>The IMPACTdmv Marketing Internship affords undergraduate college students the opportunity to learn valuable writing, communications, and leadership skills while making an IMPACT in their community. The Marketing Intern will obtain useful experience while utilizing their creative abilities to strategic plan and execute various media and marketing campaigns and goals in order to spread organizational awareness across the DC metropolitan community.</p> <p><b>Roles &amp; Responsibility</b></p> <ul style="list-style-type: none"> <li>• Assisting in diverse marketing efforts: mass emails, surveys, newsletters, social media, competitive analysis, search engine marketing (SEM) and optimization (SEO), Web design and content management, graphic/ad design, copywriting, proofreading, research, video marketing, etc.</li> <li>• Provide strategic planning and execution of our 10k follower growth project</li> </ul>



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	<ul style="list-style-type: none"> <li>• Assume creative leadership regarding content development and batch uploading across multiple social media platforms</li> <li>• Lead the re-design, plan, and execution our bi-monthly newsletter</li> <li>• Assist with the outline, design, development, execution and promotion of the IMPACT Your Acceptance new online course project</li> <li>• Gain exposure to brand strategy development and the creative process</li> <li>• Performing a variety of other administrative tasks to support the sales and marketing teams</li> <li>• May be required to perform other duties as requested, directed or assigned</li> </ul>
<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>The Marketing Intern will lead several organizational efforts including a new online course development project that will afford students and families the ability to access our IMPACT Your Acceptance program curriculum; strategic planning and development regarding our Instagram 10k follower growth project; re-designing and elevating our bi-monthly newsletter; and leading our batch social media content creation.</p>
<p>Qualifications and/or skills desired:</p>	<ul style="list-style-type: none"> <li>• Must be pursuing a bachelor's degree with at least 2-years of college completed</li> <li>• Strong writing and editing skills required</li> <li>• A demonstrated understanding of the fundamentals of marketing and/or advertising</li> <li>• Familiarity with the following social media platforms: Twitter, Instagram, Facebook and Youtube</li> <li>• Familiarity with Wix, Canva, Mailchimp, and social media content management platforms strongly preferred</li> <li>• Strong desire and ability to embrace and learn new technologies, and ability to think strategically about use of new and emerging technologies</li> <li>• Ability to develop social media content for a diverse demographic</li> <li>• Ability to work independently with limited supervision, good time management and organizational skills</li> <li>• Hands-on experience developing campaigns and promotions preferred</li> </ul>



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	<ul style="list-style-type: none"><li>• Experience/Extensive knowledge in traditional and digital communications is highly preferred</li><li>• Intern must own a computer and have reliable internet access</li><li>• Ability to work independently with limited supervision, good time management and organizational skills</li></ul>
The following information is required from the intern:	<input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Cover Letter <input checked="" type="checkbox"/> Writing Sample <input checked="" type="checkbox"/> Other: _Unofficial transcript and a portfolio (5-10 documents) containing various written work such as social media posts, graphic and web design, newsletters, web copy, blog posts, etc. _____
Interviews will be conducted via the following methods:	<input checked="" type="checkbox"/> Zoom <input type="checkbox"/> Google Hangouts <input type="checkbox"/> WebEx <input type="checkbox"/> Other: _____