

Communications Intern Job Description

Description

Berkeley Hillel seeks a dynamic, self-starter to assist marketing and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing while working in a casual work environment. The Berkeley Hillel Communications Internship is a professional skills internship to assist the Communications Manager in implementing organizational communications and marketing strategies. The Communications Intern will work independently and in a team to fulfill organizational goals and initiatives related to programming and events.

Qualifications

- Firm grasp of social media tools and platforms including Facebook, Instagram etc.
- Completed or working toward a college degree (junior level and up), preferably in a related field (e.g., English, Marketing/Communications, Advertising or Public Relations)
- Previous internship or related experience in marketing or communications a plus
- Understanding of the basic principles of public relations and/or marketing
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Adobe InDesign and Photoshop highly desired.
- Knowledge of HTML, website content management and graphic design a plus
- Possess excellent written and oral communication and interpersonal skills
- Genuine enthusiasm for creating compelling marketing materials to support Hillel programming
- Self-starter, good time management, creative, with ability to communicate in a professional manner
- Ability to work well independently, and within a team
- Commitment to the continuous improvement of service quality and the organization's mission

Responsibilities

- Assist in planning, writing and managing e-blasts and e-newsletters.
- Update organization website using Wordpress with current events, relevant news, etc.
- Design event/program fliers, graphics and other marketing material
- Update all bulletin boards around building on an ongoing basis
- Update and maintain Berkeley Hillel's social media presence, including daily monitoring, posting, scheduling and reporting Facebook updates
 - Provide input for creative marketing strategies and social media campaigns
- Manage editorial and event calendars
- Create online advertisements as needed
- Collaborate with staff on new ideas, directions, and tools for marketing and communications

Start Date: Beginning of spring 2016 semester

Hours: 8-10 hours/week, including weekly planning meeting with supervisor

Compensation: \$10/hour

To Apply: Please send cover letter, resume and writing sample to Emily Hirschman at <mailto:ehirschman@berkeleyhillel.org>.