

# **FR1ENDS** of the **CH1LDREN**

**Generational Change,  
One Child at a Time**

**Portland**

## **Online Marketing Intern**

Friends of the Children – Portland, a nationally recognized, dynamic non-profit mentoring organization serving high-risk children in our community, has a current opening for an Online Marketing Intern. The Online Marketing Intern will work closely with the Marketing & Online Fundraising Strategist to expand brand awareness and share the Friends of the Children story with the wider community on an ongoing basis.

### **STATUS:**

Part-time

### **REPORTS TO:**

Marketing & Online Fundraising Strategist

### **DUTIES:**

Curate quality, engaging content for blogs and social media channels

Produce and upload creative short videos to increase online engagement

Find and communicate with social media influencers that fit the Friends of the Children brand

Assist in executing donor appeal and event marketing campaigns

Create Blue Hornet e-mail blasts

Write blog content, including interviewing Friends of the Children staff and community members

Light Administrative tasks

### **PREFERRED EXPERIENCE/QUALIFICATIONS:**

Familiar and passionate about social causes, especially those affecting children and families

Familiar with managing multiple social media platforms – Twitter, Facebook, Instagram

Strong oral, written, and interpersonal communication skills

Must show initiative, self-motivation, and ability to work independently as well as in a team

Attention to detail and the ability to always follow through on projects

Experience with content management systems and/or html

Knowledge of website design, web development, CRO and SEO

Proficient in Microsoft Office Suite

Adobe Creative Suite skills preferred, but not required

### **QUALIFICATIONS:**

Journalism or Communication/Marketing major preferred. Ability to pass a State and Federal background check required