



Marketing & Communications Intern-Summer 2021

Note in the Pocket is a Wake County based nonprofit whose mission is to provide clothing to impoverished and homeless school children in Wake County with dignity and love. Note in the Pocket believes that it is unacceptable that children are limited in their educational and social development because they do not have appropriate clothes for school.

If being a part of a high-energy, rapidly-growing, organization with audacious goals appeals to you, you'll want to read on! The Marketing & Communications Intern will be an important member of our team and will report to the Development Director. To apply: please send resume and 3 writing samples to sarahc@noteinthepocket.org.

Duties:

- Assist in developing the overall content strategy and communications calendar for the organization.
- Write blog posts and news updates for the organization's website and email newsletters.
- Develop communications plan for annual Back to School fundraising campaign.
- Interview referral partners to develop Impact Stories.
- Craft specific copy for upcoming social media posts and communications outreach.
- Brainstorm creative ways to collaborate with influencers and local partners.
- Publish throughout our various social media channels and assist with tracking performance.
- Interact with followers and potential customers by communicating and answering questions through the company's social pages.
- Assist in implementing plans to increase followers on social media channels.
- Develop communications assets, including copy, images and/or video for brands

We are looking for someone with the following attributes:

- An understanding of marketing and communications trends
- Active, engaged, and knowledgeable social media user
- Strong writing skills
- Knowledge of social media marketing tools such as HootSuite and Canva
- Organized, self-starter, and creative

Bonus points:

- Experience with Google Analytics
- Experience in PR
- Advanced graphic design, photography and video editing experience
- You maintain your own blog or online portfolio
- Prior work pitching media or influencers