Internship Job Description

POSITION TITLE: Development and Marketing Intern
REPORTS TO: Development and Communications Manager

JOB DUTIES

▪ Development Duties
  o Enter donor information into Salesforce online database
  o Research corporate sponsorship, matching gift, and grant opportunities
  o Organize grant and donor files and documents
  o Draft donor communications and assist with individual and corporate donor communications
  o Assist with donor acknowledgement process

▪ Marketing Duties
  o Assist in the development of marketing materials (physical and digital)
  o Gather stories from riders, staff and volunteers to use in social media messaging
  o Assist with online outreach using Facebook, Instagram, LinkedIn, Twitter, etc.
  o Assist in the distribution or delivery of marketing materials
  o Monitor social media networks for community responses
  o Perform analysis of marketing data to develop new campaigns
  o Attend community outreach events, representing Hearts & Horses

QUALIFICATIONS

▪ Time Commitment: Between 5 and 20 hours a week, depending on internship requirements.
  Internships are available in the Fall, Spring, and Summer semesters.
▪ Pursuing a relevant secondary degree, such as Marketing, Non-Profit Management, Public Administration, Business Administration, etc.
▪ Great written/oral communication skills, interpersonal/organizational skills and attention to detail.
▪ Proficiency in Microsoft Office Suite.
▪ Experience with Salesforce and Word Press preferred but not required.
▪ Ability to work in a fast-paced, team-oriented environment.
▪ Able to frequently sit, stand, walk, bend and lift up to 50 pounds.

BENEFITS

▪ Practical experience building and maintaining donor relationships in a non-profit organization.
▪ Practical experience working with current marketing and advertising techniques, website design, and social media campaigns.

Note: This is an unpaid internship at a non-profit (501c3) organization. Unfortunately, we are not able to compensate interns for hours worked or transportation.

The above statements are intended to describe the general nature and level of work being performed and are not intended to be an exhaustive list of all responsibilities, duties and/or skills that may be required. Hearts & Horses holds the right to terminate interns if not meeting requirements and responsibilities set forth in this job description or violates the volunteer policies or code of ethics.