

D4LC Marketing and Communications Internship



At The Leadership Center we serve our clients as a premier conference and retreat center by providing quality leadership programs, exceptional customer service, and a rewarding experience while fostering partnerships, resources, and fiscal responsibility.

We create moments that matter.

Description & Duties

The Leadership Center is seeking a Marketing intern to join our growing and passionate team to promote The Leadership Center as well as our D4LC camps and other offerings through both online and physical platforms. You will have an opportunity to market a business that serves over 55,000 clients a year from both in-state, out of state, and even internationally. The Marketing Intern will lead implementation of all digital and physical marketing communication initiatives including website, email marketing, social media, and advertisement. We are looking for a creative and action-oriented person who believes in “Creating Moments that Matter” and desires to promote this mission to future clients and donors.

Responsibilities

- Design Facebook and Instagram posts for The Leadership Center and D4LC accounts
- Use Loomly to plan posts on social media platforms
- Strengthen follower and engagement counts on social media platforms
- Design fliers and other materials for TLC events and camps
- Produce promotional videos for various TLC summer camps
- Take pictures and videos at TLC events
- Update TLC website
- Assist with event planning
- Become familiar with TLC service offerings and D4LC programs
- Pitch a summer-long marketing project to TLC staff
- Attend our Summer Food Service “Lunch Bunch” Program to serve meals and build relationships with area youth
- Write a weekly blog
- Write press releases and design ads for TLC & D4LC programs and offerings
- Any other duties assigned

Qualifications

- Be familiar with Facebook, Instagram, and LinkedIn and their data tracking tools associated with them
- A strong sense of design (graphic design experience highly desirable)
- Experience with Microsoft Office Suite

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Bonus Qualities

- Certified Lifeguard
- First Aid Certified
- CPR Certified
- AED Certified
- Skilled in Adobe Suite (Illustrator, InDesign, Lightroom, Photoshop, Premier Pro)
- Experience with DSLR cameras
- Experience with Loomly

Physical Demands

- Lifting heavy boxes, containers of food or linens, and equipment weighing up to 50 lbs.
- Standing for extended periods of time
- Working early and late hours
- Participating in physical activities outside in all types of weather

The Leadership Center is looking for a creative, entrepreneurial, and motivated individual to serve as a marketing intern for The Leadership Center this summer, with the potential for contract extension. We are willing to work with any level college student. Majors which would fit this position include, but are not limited to, Communication, Graphic Design, Business, and Marketing.

Intern(s) must have a valid driver's license and a clean driving record as some responsibilities may require driving or operating The Leadership Center's vehicles and equipment.

If you are interested in an internship with The Leadership Center, please submit a cover letter, resume, references, supporting questions and a completed application to

Mail:

The Leadership Center
Attn: Maile Ilac Boeder, IOM
2211 Q Street
Aurora, NE 68818

Email: executivedirector@tlcaurora.org

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Supporting Questions

Answer each question in complete sentences. There are no word counts. Please be concise, yet, thorough.

What skills and experiences do you currently possess which would ensure your success as a TLC Marketing Intern?

Why do you want to be a Marketing Intern for The Leadership Center?

How would you improve our assumed current marketing strategies and social media platforms?

Do you have a personal portfolio? If so, provide a link below (or other appropriate way to access it).

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Application for Employment

Name: _____ Phone Number: _____
Address: _____ City: _____ State: _____ Zip: _____

Are you eligible to work in the United States? (If "yes", at time of hire, you will be asked to provide 2 forms of valid identification for validation purposes)	Yes	No
Have you been convicted of or pleaded no contest to a felony within the last 5 years? If Yes, explain:	Yes	No

(Please give general availability. If no daily commitments, say "all")

<u>Days Available</u>	<u>Hours Available</u>	<u>Desired Wage</u>
Sunday	_____	\$_____ per hour
Monday	_____	
Tuesday	_____	Available Start Date
Wednesday	_____	
Thursday	_____	_____
Friday	_____	
Saturday	_____	

Summarize your job-related skills: _____

Education			
<i>Circle highest completed</i>			
Some High School	High School Graduate	Some College	College Graduate
Name and Address of Schools Attended, Diploma or Degree, Date Graduated:			

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References

List 3 people who know you and your work. Do not list relative or previous employers

Name/Title	Occupation	Address	Phone #
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

Employment History

List most recent position first.

Employer: _____ Phone: _____
Address: _____ May we contact? Yes No
Supervisor: _____ Start Pay: _____ End Pay: _____
Job Duties _____
Employment Dates: _____ to _____ Reason for Leaving: _____

Employer: _____ Phone: _____
Address: _____ May we contact? Yes No
Supervisor: _____ Start Pay: _____ End Pay: _____
Job Duties _____
Employment Dates: _____ to _____ Reason for Leaving: _____

Employer: _____ Phone: _____
Address: _____ May we contact? Yes No
Supervisor: _____ Start Pay: _____ End Pay: _____
Job Duties _____
Employment Dates: _____ to _____ Reason for Leaving: _____

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Please read, sign, and date

1. I certify that all answers contained in this application are true and correct to the best of my knowledge.
2. I understand that any false statement or willful omissions may be cause for rejection of my application or if employed, amount to sufficient grounds for dismissal without further notice.
3. I authorize release of employment, salary, education, and other records to The Leadership Center for the purpose of checking my references and verifying my employment and educational history.
4. In consideration of my employment, I agree to conform to the rules and regulations of The Leadership Center. If employed, my employment and compensation may be terminated, with or without cause, and with or without notice, at any time, at the option of either The Leadership Center or myself.
5. The Leadership Center is a Drug Free workplace and I agree to submit a physical examination and, or drug screen as requested by The Leadership Center. I understand my initial and continued employment is contingent upon my meeting such medical standards as The Leadership Center may then have in effect
6. I will supply The Leadership Center with 2 (two) forms of identification as required by Federal Laws. These 2(two) forms of identification must be provided as a condition of employment. Failure to produce these documents will be grounds for immediate termination.

Applicants Signature: _____ Date: _____

The Leadership Center is an Equal Opportunity Employer

Applicants will be selected solely on qualifications without regard to age, sex, race, color, religion, national origin, disability or any other legally protected status required by law