



**NATIONAL 4-H
COUNCIL**

Position Description

Position Title	Integrated Marketing Intern
Business Unit	Marketing & Brand
Home Department	Marketing & Brand
Location	Chevy Chase, MD
FSLA Status	Non-Exempt
Full – or Part-Time	Part-time, (January - June 2018)
Telecommute Status	Not Eligible for Telecommuting

Mission

4-H, the nation's largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H garners support from a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations. 4-H is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture within the United States Department of Agriculture.

Purpose of Internship:

Internship is designed to provide an individual with the opportunity to work alongside seasoned marketing professionals and gain insight into the breadth of marketing operations within a large Non-profit.

Position Summary

4-H seeks an Integrated Marketing Intern to provide administrative and project support across two primary functions the Science, Technology, Engineering, Math (STEM) program marketing with key corporate partners as well as 4-H's celebrity ambassador engagement activities. The Intern will report to the Manager, PR & Celebrity Relations.

Eligibility: Must be a current student or recent graduate with course of study in marketing, journalism, business management or a related discipline.

Responsibilities

Partnership Marketing Duties

- Provide project management support to ensure completion of marketing deliverables for STEM partnerships.
- Develop marketing materials including PowerPoint presentations.
- Support creation of online STEM activities and kits. This involves having a basic understanding of STEM concepts and developing easy to follow guides for STEM educational kits.
- Develop and write 4-H youth impact stories to support program results reporting, including research, story identification, and conducting interviews with youth and copy editing.
- Participate in, draft notes and summarize action steps for internal planning meetings and partner calls.

Celebrity Engagement Duties

- Research and expand database of 4-H celebrity alumni and potential celebrity supporters.
- Track and compile relevant celebrity news for departmental updates.
- Support logistics and administrative tasks for various celebrity activations and events.



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Qualifications:

- Must be attending an accredited college or university and pursuing a bachelor’s degree in marketing, business management, or related discipline.
- Must be a problem solver, creative thinker, instinct for compelling stories.
- Prior experience as a 4-H member desired but not required.
- Must have strong analytical and critical thinking skills, with strong writing ability, with proactive, result-driven orientation.
- Must have the ability to perform in a team-oriented environment as well as independently.
- Proficiency in MS Office applications (Word, Excel, PowerPoint, Publisher, and Outlook).
- Must have the ability to learn other software programs.

Travel Requirements: Travel may be necessary, up to 10% of the time (local, regional, national, international). Would require travel by air, car, rail.

ADA Requirements

This job operates in a nonprofit office environment. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

For Administrative & Office Associates:

- Role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets and fax machines.
- Largely a sedentary role; however, some filing is required.
- Requires the ability to lift files, open filing cabinets and bend or stand as necessary.
- Basic math skills needed to calculate formulas, commissions, discounts, etc.
- Must be able to lift to 10 pounds.

Career Ladder: This position typically has the following career ladder:

- Digital Marketing Coordinator
- Digital Marketing Specialist
- Digital Marketing Manager
- Digital Marketing Director
- Senior Media & Digital Marketing Director
- VP Media & Digital Marketing

Competencies

Competency	Level (Beginning, Proficient, Advanced, Mastery)
Communications	Proficient
Critical Thinking	Proficient
Initiative & Innovation	Proficient
Collaboration & Teamwork	Proficient
Customer Orientation	Proficient
Business Mindedness	Proficient
Spirit of Diversity & Inclusion	Proficient



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Disclaimer:

This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as required.

Revised

11/28/2018