



## **Position Profile**

### **Communications Intern**

(Revision Date: 11/01/2018)

#### **POSITION SUMMARY**

The Communications Intern will work in tandem with and support the communications team as they create conceptual design, messaging, and stylistic direction of public-facing and employee-facing communication projects across the organization. A Communications Intern will work directly with the Foundation and its programs on communications projects, program branding, visual identity and messaging strategy, with a particular focus on writing, graphic design, photography, video and social media.

#### **FOUNDATION MISSION STATEMENT**

Our mission is to cultivate wholeness in people and institutions for the transformation of communities. Our focus is spiritual formation and health in families and children.

#### **ORGANIZATIONAL VALUES**

Rooted in our Christian faith, daily work reflects the Values of Teamwork and Unity, Quality, Stewardship, Service and Hospitality, Trust, Honesty and Truthfulness, and Flexibility and Learning.

#### **DUTIES AND RESPONSIBILITIES**

Support and assist the Communications Team to produce various engaging content for print and web. This will include:

- Communications Projects
  - Videos, social web posts, newsletters, apparel, logos, mail pieces, branded promotional items, web site and social media graphics, posters, flyers, signage and other materials as needed.
  - Help strategize and implement Foundation brand and sub-brands on various media and communications channels
  - Work closely with a project team of paid program staff and volunteers to translate their messaging concepts into communications materials that further their mission
  - Assist in brainstorming concepts for upcoming projects & marketing strategies.

- Personal and Professional Development
  - Be committed to learning about yourself, your vocation, and the integration of your faith in all areas of your life
  - Anticipate professional growth in leadership alongside spiritual growth and character development
  - Attend strategic conferences and/or other learning opportunities to further knowledge of camping ministry and understanding of vocational ministry

**QUALIFICATIONS**

- Proficient in MS Office and Google Docs
- Photo and video experience; specific experience with Adobe CS Suite preferred
- Experience with or education in brand strategy
- Proficient in various social media tools such as Twitter, Facebook, and Instagram, Hootsuite.
- Proficient in or willingness to learn web publication tools such as WordPress, Mailchimp, and basic HTML
- Extremely organized and detail oriented
- Excellent time management skills
- Ability to work independently as well as in partnership with a team
- Able to define and work to deadlines

**PHYSICAL REQUIREMENTS**

This position requires general office work such as bending; light lifting, standing, walking, and sitting. It also requires the ability to be in an outdoor camp setting, which require rigorous walking and variable physical activity.

**WORK ENVIRONMENT**

Office environment as well as outdoor conditions including exposure to extreme weather.

**REPORTING RELATIONSHIPS**

Communications Interns report directly to Marcus Goodyear, Director of Communications Operations, or Paul Soupiset, Creative Director

**PIVOTAL RELATIONSHIPS**

- Communications Team
- All Program Teams
- Director of Internship Program