



**BOYS & GIRLS CLUBS**  
OF DURHAM AND ORANGE  
COUNTIES

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**POSITION DESCRIPTION**

**Title:** Marketing Intern

**Department:** Marketing

**Reports To:** Director of Operations/CEO

**Status:** 10 hrs/wk

**Available Hours:** Mon.-Fri. 10 am -5:30pm

**Salary:** N/A (volunteer internship)

**Start Date:** June 2017

**End Date:** Flexible

**Position Description:**

Major responsibility is to assist with social media and website updates. In addition, advance organization marketing plan by coming up with innovative ways to market the Club, assist in 2017 name change and expansion, promote upcoming fundraising events, and all other development and public relations duties as assigned.

**Responsibilities:**

- Update Facebook, Twitter, YouTube, and website (WordPress)
- Create and promote Instagram page
- Work with marketing committee to create and distribute press releases as necessary
- Assist in creating and editing marketing videos
- Assist in the development of marketing materials
- Assist in fundraising activities as needed

**Additional Responsibilities**

- May participate in special programs and/or events.
- Handle other duties and responsibilities as deemed necessary or important as assigned by the Director of Operations or CEO

**Relationships**

- Internal: Maintain close daily contact with club staff (professional and volunteer) to receive and distribute information as needed
- External: Maintain contact with external community groups, businesses, colleges, churches and media outlets

**Skills and Knowledge Required**

- Some college required
- Knowledge of social media platforms
- Experience with WordPress and/or knowledge of HTML/CSS
- Familiarity with marketing/PR strategies
- A thorough knowledge of Boys & Girls Club's mission, objectives, policies, programs and procedures



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- Ability to manage multiple tasks and to develop solutions to problems with limited supervision
  - Organized and task oriented
  - Maintain Professional manner while at the Club and while representing John Avery in the community
  - Must possess excellent verbal and written skills
  - Ability to establish and maintain effective working relationships with all Club personnel, Board of Directors, members of the community and Club parents

**Work Environment**

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job; reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions; duties are performed throughout the Club, noise level in the work environment will fluctuate from moderate to high.

**Disclaimer**

The job description in no way states or implies these are the only duties to be performed by the Intern. As necessary, the Intern will be required to follow any other instructions and to perform any other related duties as assigned by the DO/CEO. The Boys & Girls Clubs of Durham and Orange Counties reserves the right to update, revise or change this job description and related duties at any time.

To apply, please send cover letter and resume to Benay Hicks at [bhicks@bgcdoc.org](mailto:bhicks@bgcdoc.org).