



# MARKETING + EVENT INTERN

Salem, MA

## Who We Are:

North Shore Community Development Coalition (NSCDC) is a regional, nonprofit organization committed to investing in neighborhoods to create thriving communities. We envision a North Shore where every neighborhood is one of choice and opportunity. Our neighborhood revitalization model focuses on projects that have lasting benefits for entire neighborhoods with need-based programs that build future city leaders and self-sufficient residents. Our diverse staff are passionate and committed to helping our communities thrive and grow. *For more information visit our website [www.northshorecdc.org](http://www.northshorecdc.org) or visit us on social media @northshorecdc.* **While our internships are not paid we offer an extensive supportive environment for interns to effectively learn and grow professionally. We offer a plethora of free professional development workshops and training to interns to help support their professional growth.**

## Who You Are:

North Shore CDC is seeking a dynamic, independent, driven, multi-talented individual who is ready to jump in and learn a multitude of professional skills under the supervision of a seasoned marketing and communications manager by providing administrative support to the Marketing and Development Department. If you are creative and organized with excellent communication skills and strong writing skills, you will flourish in this internship. Our collaborative, open work culture provides opportunity to grow as a professional while developing networks throughout the North Shore. In addition, you will have the opportunity to use your creative skills to create content for social media platforms, update and edit website(s), design program flyers and presentations as needed, provide support on all events. You will also have an opportunity to work closely with budding entrepreneurs and small businesses in the community. As an award winning, nationally recognized non-profit we would love to work with you and be a part of your journey to a professional career.

## Key duties and responsibilities include:

- Support the Marketing + Development Departments with data entry, email-marketing (monthly newsletters, updates, virtual event invitations, donation solicitation, etc.), and virtual event support
- Design program flyers and other marketing materials using Adobe InDesign (preferred) or Canva
- Research individuals and corporations for potential fundraising opportunities
- Provide support for fundraising/friendraising events like El Punto Art + Restaurant Tour, Parties in the Patio, the Night Market, Fiesta en la Calle, and more
- Create content and schedule posts on 9 social media platforms: Facebook (3), Instagram (3), Twitter (2), and LinkedIn (1)

- Support to the Small Business Technical Assistance by working with small business partners one-on-one with social media, flyer creation, branding support, package redesign, etc.
- Make edits or updates to NSCDC or Punto Urban Art Museum websites as needed
- Take photos + video clips of programs, murals, events, etc. to use on social media platforms
- Support Community Building through outreach, events, etc.
- Other duties as needed

**Job Qualifications:**

- Comfort using social media platforms (Instagram, Facebook, LinkedIn, and Twitter) and HootSuite or other social media scheduler
- Experience using Canva or Adobe InDesign preferred
- Proficient with Microsoft Excel, Word, and PowerPoint
- Experience with email marketing platforms (i.e. Constant Contact - Network For Good preferred)
- Experience with WordPress a plus
- Experience using Google Drive
- Comfort with Zoom and other video conferencing technology.
- Spanish language (writing) a plus
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**How to Apply:**

Please send resume, cover letter, and a sample of your work to Ashley Ganem, Director of Development at [aganem@northshorecdc.org](mailto:aganem@northshorecdc.org).