



## CHARLES COUNTY PUBLIC LIBRARY

*Mission: The Charles County Public Library creates opportunities for the community to engage, discover, and learn.*

*Vision: We are the trusted source for connecting everyone to endless possibilities.*

### **Marketing Intern- Unpaid internship, no travel stipend**

We are looking for an enthusiastic marketing intern to join our marketing department and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with our marketing team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any work environment.

**Reports to:** Marketing and Development Manager

**Location:** La Plata, MD

The Marketing Intern will gain experience in the following:

- Collecting quantitative and qualitative data from marketing campaigns
- Performing market analysis and research on competition
- Assist our Marketing and Development Manager in building and presenting marketing strategy
- Supporting the marketing team in daily administrative tasks
- How to create a long term social media plan and marketing calendar
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- How to track social media analytics using HootSuite and other software, and report results and new ideas to our social media team

- Relationship building with our online community by maintaining Facebook, Twitter, LinkedIn, and other media accounts
- Prepare promotional presentations
- Help distribute marketing materials
- Help organize marketing events
- Create compelling content that will be shared by influencers
- Creative feedback and viral loops between our Facebook Page, twitter, and blog accounts
- Plenty of additional opportunities in related projects

**Qualifications:**

- Current or recent enrollment in a graduate or undergraduate degree program with an interest and aptitude to work in Marketing, Communications, or Non-profit Management;
- Excellent customer service skills to both internal and external customers: smiles and is approachable; acknowledges customers; is courteous; and responds to customer requests;
- Creative and Flexible
- Strong communication skills
- Organized, with an ability to prioritize time-sensitive assignments
- Strong Microsoft Word, Excel, PowerPoint and Publisher skills a plus;
- Intern must be able to work independently and maintain confidentiality
- Intern must conduct themselves in a professional manner

**Physical and Environmental Conditions:**

Work requires routine physical effort in the handling of moderately heavy materials of up to 40 pounds. Work requires standing for long periods of time and some stooping and bending.

Please forward resume and cover letter to Tisha Tyler, Marketing and Development Manager, Charles County Public Library at [ttyler@ccplonline.org](mailto:ttyler@ccplonline.org).