CAROLINA
LITERACY PROJECT

Job Title: Nonprofit Marketing Intern
Classification: Non-Exempt
Reports To: Founder of Carolina Literacy Project
Location: Greenville, SC
Employment Type: Part-Time Hybrid Position
Pay: Monthly stipend

The mission of the Carolina Literacy Project is to help immigrant and refugee children in South Carolina increase their English literacy and reduce summer learning loss through a summer camp program. This internship is an opportunity to gain valuable experience in marketing for a nonprofit organization that works with multilingual learners and their families. There will also be opportunities to learn about the challenges and rewards of working in a nonprofit environment to enhance and reinforce the public school system. The ideal candidate will be someone who is majoring or minoring in marketing, graphic design or communications. Candidates must also successfully pass a pre-employment criminal background check.

Internship Details:
The marketing internship will be a hybrid position. The intern will work remotely and meet virtually during the spring semester starting in January. However, when the CLP summer camp begins in June, the intern will need to come to camp to take pictures and do videos of camp visitors and campers on Fridays and possibly one other day a week. The intern will be supervised by the founder of the Carolina Literacy Project. They will receive weekly feedback from the founder on things that they are doing well and where improvement may be needed. Mentoring by people currently working in the marketing industry will be provided for the intern as well as mentoring experience in grant writing. Virtual training in marketing campaigns and social media will be provided.

The marketing intern position will include:

- Working on promoting CLP through our social media and creating weekly stories
- Keeping track of weekly social media likes, shares and analytics so that we can track our impact
- Helping plan and implement a marketing campaign to promote the nonprofit throughout the year but especially during the summer
- Social media postings of camp pictures and videos for the six weeks of camp: June 7 – July 30 with the weeks of June 28th & July 5th off (tentative schedule)
- Attend virtual orientation and training that will occur in January and June
- Recap and preparation for future camps will occur the week of July 26th
- Total of 15-20 hours per week (this is the average number of hours)

Requirements:

- Currently pursuing a degree in marketing, communications, or a related field
- People Skills – excellent communication skills, friendly, active listener
- Work Ethic – enthusiastic, adaptable, self-starter, creative, team player
- Enjoys social media and creating stories for a marketing campaign
- Has strong writing skills

Carolina Literacy Project does not discriminate for reasons of age, race, sex, handicap, national origin, or religion in its communications with students, employees, the community,

applicants for employment, events, or for access to its services.

Interested applicants send resume to: Tracy Butler at tracy@carolinaliteracyproject.org to submit a resume.