



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: \$400

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. 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 or communications. Candidates must also successfully pass a pre-employment criminal background check.

Internship Details:

The marketing internship will be a hybrid position. Most of the time, the intern will work remotely and meet virtually during the spring semester starting at the end of 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. This internship will give valuable experience in marketing for a nonprofit that works with multilingual learners and their families. 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 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
- Intern will begin working in January
- Social media postings of camp pictures and videos for the six weeks of camp – June 1 – July 24 with the weeks of June 22nd & June 29th off
- Attend virtual orientation and training that will occur at the end of January
- Recap and preparation for future camps will occur the week of July 27th
- 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@carolinailiteracyproject.org to submit a resume.