



Job Title: Marketing and Communications Intern

Department: Marketing and Communications

Reports to: Communications Manager

#### POSITION DESCRIPTION

The Marketing and Communications Intern will gain experience in building internal/external relationships with community, agency and media partners. The intern will also gain experience in professional writing and graphic design/photography. This position reports directly to the Communications Manager. The primary responsibility of this internship is to support the promotion of organizational events and to create and design communication with donors, recruits, media partners and staff. Other duties may also be assigned as needed.

#### KEY PROJECTS

- Story and photo collection – Intern will travel to Camp For All on multiple occasions during the summer to capture camper and Partner stories, and accompanying photos. Intern will be compensated for mileage for travel to Camp.
- Social media content creation – Intern will use stories and videos to create compelling and engaging content for LinkedIn, YouTube, Facebook, and Instagram
- “Best of” Photo organization – Intern will select, catalog, and organize for a “best of” collection of photos from the spring and summer for use in social media and donor communications
- Recruitment communications – Intern will work with HR to create content for messaging and assist in recruiting efforts
- Onboarding communications – Intern will work with Coordinator, Donor Relations to create a communications plan for new donors and e-newsletter subscribers
- Postcard from Camp project – Intern will create a stewardship postcard (and digital version) to send from Camp to share impact with major donors and key volunteers
- Create social media calendar and suggested posts for fall Camp For All Gala

Additional duties may include design and creation of collateral, creation of public relations materials, promotion of Camp events and analysis of past communications to donors and the general public.

#### LEARNING OUTCOMES AND BENEFITS

Apply the principles of public relations and communication in a non-profit organization to support awareness, fundraising, and recruitment. Gain experience in project management. Create materials that can be included in a professional portfolio, specifically focusing on social media, donor communications, staff recruitment, and newsletters.

Intern will receive an overview of how a nonprofit works, engaging with the staff in all departments, including executive, finance, HR, communications, development and program.

## EDUCATION AND EXPERIENCE REQUIREMENTS

Intern should have interest or experience in mass communications, content creation or a related field. An ideal candidate will possess skills in graphic design, photography, written and oral communication, and the Microsoft Office suite of programs. Familiarity with Canva, Adobe Photoshop and InDesign are desired.

Additional notes:

- Intern must be a currently enrolled undergraduate student who will return to college full-time (minimum of 12 credits per semester) as a sophomore, junior or senior in the fall of 2024.
  - Proof of enrollment must be submitted to Camp For All, the ExxonMobil Foundation and Sunwest Communications (a contractor for the ExxonMobil Community Summer Jobs Program)
- Family members of the Camp For All Board or staff are not eligible. Family members of board, staff and retirees at ExxonMobil and Sunwest Communications are also not eligible to participate.
- Intern must agree to participate in all ExxonMobil Foundation CSJP events held during the 8-week period and will be compensated for time as part of work hours.

## Compensation and Benefits

This position will be compensated \$4,200 for the eight-week internship (35-hour workweek, exclusive of lunch), which is subject to FICA and income taxes. Camp For All will pay the organization's share of FICA. Expenses incurred on behalf of Camp For All business will be reimbursed.

This position will be based in the Houston administrative offices at 3701 Kirby, but will travel to Camp For All in Burton, Texas at least three to four times during the internship. Any travel expenses to Camp in Burton will be reimbursed.

## About Camp For All

The mission of Camp For All is to transform the world for children and adults with challenging illnesses or special needs.

Camp For All was designed with no barriers for children and adults with special needs to experience the thrill of camping and nature, just like their able-bodied peers. All the programming is “universal,” meaning that the activities can be accomplished regardless of the campers’ challenges, be it mobility, emotional or learning issues. Camp For All provides an environment that is free of the barriers in the everyday world, such as 8-foot wide sidewalks to maximize mobility in

wheelchairs, sloping entrance into the pool with a special lift, ramps and myriad special saddles to aid horseback riders, low beds with wide space in cabins and large accessible showers and toilet areas. This culture of inclusion is underscored throughout the camp site and is truly built to “level the playing field” for all. Camp For All is one of the only recreational facilities that accommodates the special needs community in this way.

To apply: visit <https://www.campforall.org/join-the-team/>