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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Greater Houston Job Posting

Join the Marketing and Communications team at the Y, a leading nonprofit committed to strengthening the community through youth development, healthy living, and social responsibility. The Marketing Intern will assist the Director of Brand Operations with all aspects of marketing, including editorial content, campaign development and management, email campaigns, and social media across geographically dispersed business units and communities. The intern will gain valuable experience while learning the job and building their resume. This position requires a high degree of flexibility and a broad interest in all areas of marketing and communications.

This is an eight-week internship made possible through a grant from the ExxonMobil Foundation. The internship will take place in Northwest Houston.

Essential Functions:

1. Demonstrates behaviors and actions consistent with YMCA core values and mission.
2. Performs duties and responsibilities as outlined for the specific assignment.
3. Participates in training and application of skills necessary to perform assigned duties and responsibilities.
4. Communicates with identified internship supervisor reporting on progress, making recommendations, preparing reports, etc.
5. Obtains feedback from internship supervisor to enhance skill development.
6. Develops relationships with center staff and volunteers.

Area of Focus:

- Assist with building email campaign content to highlight opportunities and impact at local YMCA locations.
- Assist with the site score and SEO elevation of website content.
- Participate in bi-monthly analysis meetings of digital advertising investments and metrics.
- Assisting with Adobe Workfront project management system.
- Contributing to the creation of mock-ups, email campaigns, and social media content.

Qualifications:

1. Must be currently enrolled as an 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 2023.
2. Current enrollment in an undergraduate course for marketing, communications, or a related field.
3. Basic computer proficiency with Microsoft Office suite. Familiarity with marketing computer software and social media platforms.



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4. Good understanding of the latest marketing trends and techniques.
5. Excellent verbal and written communication skills.
6. Outstanding multitasking abilities.
7. Ability to work with a diverse population.
8. Commitment to fulfill scheduled hours to accomplish assigned duties and tasks.
9. Willingness to learn and ask questions to enhance the development process.
10. Authorized to work in the United States.

Physical Demands:

Sufficient strength, agility and mobility to perform essential functions and to supervise program activities in a wide variety of indoor and outdoor locations (depending upon the programs). Ability to travel to various locations throughout the Greater Houston Area.

Compensation & Benefits

- Hours/week: 35 hours per week.
- Duration: May-August
- \$4,200 paid at the end of the internship
- Free YMCA Membership

Apply at: [YMCA Career Page](#)