



Marketing and Communications Internship

Our Marketing and Communications Internship is designed to be a learning experience with opportunities to support the implementation of marketing and public relations activities for the Carlsbad Educational Foundation. As an intern, you will assist the Marketing and Communications Coordinator to build knowledge about marketing strategy and learn how marketing materials are developed.

Carlsbad Educational Foundation Mission Statement

The mission of the Carlsbad Educational Foundation is to support the education of every child in the Carlsbad Unified School District by developing, conducting and financing innovative and quality programs and projects.

Requirements:

- Effective written, organizational and interpersonal skills.
- Experience with social media platforms such as Facebook, Instagram and Snapchat.
- Knowledge of Word, Excel, PowerPoint and Outlook, with some experience in graphic design (including the Adobe Creative Suite).
- Detail-oriented and creative.

Key Responsibilities

(Intern will assist Marketing Communications Coordinator with the following):

- CEF's website maintenance, including content review and updating.
- Learning Google Analytics to create a consumer experience report on the CEF website.
- Developing and implementing strategies from CEF's marketing plan.
- Creating and coordinating ads and marketing materials for CEF programs.
- Creating new and enhanced communication tools.
- Coordinating marketing activities with community partners, including Carlsbad Magazine, LEGOLAND California, and the Carlsbad Unified School District, etc.
- Participating with CEF's Marketing Committee and special event committees.
- Generating news releases and other media-relations activities.
- Generating content, collaborating with staff, and actively growing CEF's presence through social media outlets and email marketing.

Schedule and Compensation

Candidates will receive credit in conjunction with their CHS Academy Internship agreement. Hours per week and schedule may vary.

Applicants

Applicants should forward a copy of resume and cover letter by e-mail to: Michelle Ginn, CEO, Carlsbad Educational Foundation at michelle@carlsbaded.org
Carlsbad Educational Foundation is an Equal Opportunity Employer. A diverse applicant pool is desired.