



## MARKETING & DEVELOPMENT INTERN

### Job Description

#### BASIC FUNCTION

The **Marketing & Development Intern** is responsible for assisting the Marketing & Communications team in implementing GSBA's overall marketing plan -- focusing specifically on community outreach, promotions, and Media Sponsorship -- to build awareness about GSBA within the community, and to increase membership and event ticket sales.

#### REPORTING RELATIONSHIP

- Director of Marketing & Communications

#### PRIMARY DUTIES & RESPONSIBILITIES

- Assist in developing and implementing promotional opportunities to gain additional exposure through contests, creative promotions, and more
- Assist in creating marketing strategy and key messaging for organization
- Oversee distribution of promotional materials and print collateral
- Target special-interest groups and ethnic communities, promoting specific events and programs of interest
- Assist in creating and implementing programs to reach new audiences
- Assist with website updating and social media as needed
- Research and identify prospective strategic and community partners
- Prepare and send proposals to sponsorship prospects
- Enter and validate sponsor contact information
- Draft, record, and track sponsorship agreements
- Monitor and track sponsorship fulfillment
- Create custom reports as requested

#### QUALIFICATIONS

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Superior organizational skills, extreme attention to detail, able to prioritize and to multitask
- Excellent writing, editing, and proofreading skills
- Ability to meet deadlines and to anticipate next steps or needs
- Self-motivation and able to work effectively both independently and with a team
- Strong interpersonal and relationship-building skills
- Be available for at least 10 hours a week
- Possess an understanding of basic layout, graphic design principles, intermediate computer skills, and be social media savvy
- A bachelor's degree (or currently enrolled student) in Marketing or Development or equivalent work experience
- Strong computer software skills, especially Microsoft Word, Excel, and PowerPoint
- Adobe Creative Suite experience a plus

#### BENEFITS

- Great introduction to: in Marketing and Communications; advertising and copywriting; cultivation and relationship management; Media buying; Development; and the LGBT, travel, and business communities.
- Class credit (if applicable)

#### REFERENCES

- References should speak to the applicant's sense of camaraderie, integrity, professionalism, responsibility, and flexibility.

#### INTERNSHIP DATES

- February 2016 – July 2016

#### HOW TO APPLY

Send cover letter and resume to [Communications@theGSBA.org](mailto:Communications@theGSBA.org)