

# WE'RE



# HIRING

## COME JOIN OUR TROOP!

The Lincoln Heritage Council, Boy Scouts of America is looking to hire a marketing and communications intern. If you are driven self-starter and love writing/journalism, marketing, or social media, then we have an opportunity for you. The marketing and communications intern will provide a range of support to assist the Marketing and Communications Director. Please email cover letter, resume to Kelly Bedtelyon, Director of Marketing and Communications: [Kelly.Bedtelyon@scouting.org](mailto:Kelly.Bedtelyon@scouting.org).

We won't send you on coffee runs or place you on filing papers duty. If you have a passion for blogging, social media, or public relations, we will give you the chance to put your passions to work— writing, editing, and/or strategizing effective materials to help educate people about Scouting.

### Responsibilities

#### *Social Media Projects:*

1. Provide support to social media efforts to target new audiences.
2. Create effective updates for various social media networks.
3. Converse with followers.
4. Enhance our following over various platforms.

#### *Marketing and PR Projects:*

1. Create customized outreach communications.
2. Perform media related tasks & collect photo/video content during district events.
3. Draft basic public relations materials including news releases, pitches and media advisories.
4. Improve our media contacts list and help us get published.
5. Compile, edit and send the monthly e-communications via Constant Contact.
6. Attend and participate in committee meetings and volunteer brainstorming sessions.
7. Engage with volunteers at various events.

#### *Design Projects for Print & Online:*

1. Layout for writing/marketing projects.
2. The chance to edit/format posts using a Content Management System.

### Requirements & Skills

1. Must be actively enrolled in a college or university with a focus on public relations, marketing, communications, advertising, graphic design or similar program; preferably with at least a junior standing.
2. Use of Adobe InDesign, Adobe Photoshop, iMovie and email marketing tool(s) are plus.
3. Will work between 15-30 hours a week.
4. Will report to the council's Marketing & Communications Director while working with other Scouting professionals. The Marketing & Communications Director will help the intern prioritize tasks and focus on multiple projects with overlapping deadlines.

### What You'll Get:

1. The possibility of course credit to be discussed with your school.
2. New and improved skills.
3. Exciting experience working for a national nonprofit.
4. The chance to work with and be mentored by the Marketing and Communication s Director.
5. Letter of recommendation (likely).
6. The possibility of published clips.
7. Scheduling flexibility.



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