



## Women's Center & Shelter of Greater Pittsburgh

### Marketing Internship Description

**Organization:** Women's Center & Shelter of Greater Pittsburgh (WC&S)

**Location:** Office located in the Oakland/Shadyside Area  
Pittsburgh, PA 15213 (confidential address provided if invited for an interview)

**Supervisor:** Cherie Steffen, Marketing Manager

**Time Period:** Winter 2018/Spring 2019 (January 2019 to April 2019)

**Category:** Unpaid Internship

**Recommended Schedule:** 10-20 hours per week

#### **\*To Apply:**

Submit résumé, cover letter (including why you would like to intern for a mission-driven organization), and three writing samples that you believe best represent your marketing/communication skills. Course assignments may be submitted. Applicants submitting all five of these items will be given priority.

**All documentation should be sent to [steffenc@wcpittsburgh.org](mailto:steffenc@wcpittsburgh.org).**

#### **About Women's Center & Shelter:**

For more than 44 years, Women's Center & Shelter of Greater Pittsburgh has been a leader in providing safety, shelter, support, and guidance to victims of domestic violence and their children. WC&S offers a wide range of expert supportive services, including a 24-Hour Hotline, Emergency Shelter, Legal Advocacy, Support Groups, and more. Visit [www.WCSCanHelp.org](http://www.WCSCanHelp.org) for more information.

#### **Position Overview:**

Are you looking to use your creativity and education to benefit others and make a difference? Then consider WC&S for your internship! Under the supervision of the Marketing Manager, the Marketing Intern will gain hands-on experience with all facets of integrated marketing campaigns.

#### **Responsibilities:**

- Write blog posts with a focus on SEO and outreach
- Social Media – including planning, strategy, and content creation
- Video creation/photography
- Display a use of storytelling with an eye on donor-centric communications for email marketing and social media
- Press/Media Coverage Tracking
- WordPress Support – update content on the WC&S website
- Image creation for social media using Canva
- Research ideas for social and blog posts and stay abreast of WC&S in the news
- Create email blasts using WC&S' email marketing platform
- Create press releases

#### **Qualifications:**

- Pursuing BS/BA or Master's Degree in Marketing, PR, or Communications
- Pursuing a career in a related field and/or within non-profit
- Ability to work as a member of a team and independently
- Strong interpersonal skills
- Ability to communicate and interact with others effectively

- Proficient with WordPress, Microsoft Office, Social Media Platforms (Facebook, Instagram, and Twitter), Canva and/or other design software, Animoto and/or other video editing software
- Excellent verbal and written communication and WordPress skills

We value all of our interns, and go the extra mile to make sure you receive a learning experience that fits your career goals. You will also learn how to work in a professional environment and have the opportunity to network with department leaders and other professionals within the organization.

#### **DISCLAIMER**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be considered as an exhaustive list of all responsibilities, duties and skills required. Interns are not guaranteed positions at WC&S at the conclusion of their internships. Further, interns are not considered employees, and therefore, are not eligible to receive monetary compensation or to participate in WC&S' benefits programs available to its employees.