

## **Posting Information**

**Position Title:** Marketing Intern

**Position Type:** Full-Time Employment (40 hours/week)

**Position Location:** Utah County, Utah

**Position Pay:** \$15/hour

**Hiring Manager:** Jen Price | [hr@yuniquefoundation.org](mailto:hr@yuniquefoundation.org) | 385.345.4556

## **Foundation Purpose**

We inspire hope in women who were sexually abused as children or teens by providing healing services through retreats, survivor communities, and online resources.

We empower parents and caregivers to protect children from sexual abuse through education and online resources.

We make it safe to openly discuss sexual abuse through community dialogue and social awareness.

## **Internship Description**

The Yunique Foundation is looking for a full-time intern to join our marketing team over the summer or fall. We are looking for someone who loves to learn and try new things, has the ability to work on many projects in a fast-paced, collaborative environment, and is interested in learning how to use data and digital marketing best practices to drive decisions and execution.

*Duration:* Equivalent to one school semester

*Starting date:* ASAP

## **Responsibilities**

This role will provide support for the Foundation's marketing team and its initiatives to create greater brand awareness for The Yunique Foundation (and our sub-brand Defend Innocence) through digital marketing channels. This position includes supporting initiatives including, but not limited to content strategy, link building, social media, public relations, SEO, and paid advertising/PPC.

In this role you will be given the opportunity to learn about marketing best practices and collaborate across teams and departments/disciplines. This is an exciting opportunity to learn and lend support for a wide variety of marketing tactics (email, website, social media) within a nonprofit space. Projects and tasks will be assigned based upon team need and individual skills and may include:

- Contribute to website redesign projects and SEO support
- Contribute to campaign planning and execution
- Assist with online outreach and link building
- Perform keyword analysis for PPC campaigns

- Assist in video and PR media initiatives
- Compile contact lists for PR and influencer support
- Assist with mailings and print production for events

**Preferred Qualifications**

- Working on a degree in English, Communications, Journalism, Public Relations, Nonprofit Management, Marketing, or similar field.
- Experience writing for digital media.
- Examples of work within a marketing discipline listed above (e.g. blogs, SEO keyword research, PPC campaigns, social media posting on behalf of an organization, press releases, academic case studies, magazine articles, etc.)

Candidates should have a strong interest in marketing. Preference will be given to candidates with an area of study related to digital marketing or nonprofit management; however, all applicants will be considered, regardless of previous work or school experience.