



Position

Marketing Intern

Summary Description

The AAUW Marketing Department is seeking a talented undergraduate or graduate student as an intern to assist with marketing projects.

The American Association of University Women (AAUW) advances equity for women and girls through advocacy, education, philanthropy, and research. Since 1881, AAUW has been one of the nation's leading voices promoting education and equity for women and girls.

This internship is ideal for students who are passionate about women's issues and who are seeking to explore professional career possibilities in marketing, public relations, graphic design, or any aspect of amplifying an organization's presence via traditional and non-traditional marketing methods. A great deal of creative leeway is given to interns as they grow within the position.

A minimum of 20 hours per week is strongly desired and preference will be given to fellows with greater availability. The internship can be used for academic credit.

Essential Duties

- Writing/editing copy for print and online advertising, advertorials, flyers, banners, etc.
- Concept design and layout for marketing materials such as ads, flyers, banners, etc.
- Photo selection and purchase for ad campaigns
- Tracking impressions and gauging overall success of various campaigns
- Writing AAUW Programs in a Box
- Scheduling travel for Director of Marketing and Chief of MarComm
- General assistance to Director of Marketing and Chief of MarComm

Special Projects

- Assistance on AAUW's My Vote campaign
- Assistance on coordinating and hosting events such as Cocktails & Convos, or Re:Action debates

Minimum Qualifications

- Excellent writing skills, particularly in creating marketing copy
- Proficiency with Microsoft Office applications (Word, PowerPoint, Publisher, Excel)
- Publisher, PhotoShop, and other creative design software
- Past/ongoing studies in marketing, public relations, and/or communications
- Strong oral communications, interpersonal, and organizational skills
- Ability to multitask and meet tight deadlines
- Ability to work independently and within a team
- Strong interest in women's equity and social justice issues
- Good sense of humor and occasional flexibility to attend evening events



Additional Skills

- Graphic design, photography, copy editing (AP style preferred), video and video editing skills a plus
- Familiarity with use of Flip Camera for capturing short video material
- Familiarity with social media and social networking is valuable

To Apply

Submit a résumé, cover letter, sample of creative collateral, writing sample, and two references indicating position title to AAUW Human Resources at aauwjobs@aauw.org.