



POSITION DESCRIPTION

Position Title	Digital Marketing Intern
Business Unit	Marketing & Brand
Home Department	Marketing & Brand
Location	Chevy Chase, MD /Other
FLSA Status	Exempt
Full-Time or Part-Time	Part-Time
Telecommuter Status	Position Not Eligible for Telecommuting

Mission

4-H, the nation's largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture (USDA).

Position Summary

4-H is seeking a Digital Marketing Intern to assist with the development and management of 4-H's social media initiatives to drive brand awareness, donations, new customer acquisition and engagement. The ideal candidate will play a critical role in supporting the development of 4-H's social media identity to help effectively tell 4-H's story through compelling content, while helping to form and maintain deep relationships with 4-H supporters, alumni, and parents.

Responsibilities

Content & Social Media Marketing

In collaboration with the Social Media Marketing Manager:

- Support social media channels, tactics, platforms and strategy execution.
- Assist in daily content aggregation of related topics and trends.
- Assist in growing 4-H social media footprint by providing them with regular, helpful content that's aligned with their needs and interests.
- Support acquisition, creation and distribution of content assets in accordance with content calendar, ensuring proper formatting, and accurate storage through digital asset management system.
- Assist in managing blogger relationships and third party, user-generated content sourcing.
- Assist in digital influencer identification, classification and outreach [social media, blogs]

Qualifications

- Undergraduate student in business administration, marketing or related discipline
- 1-3 years content marketing experience including content organization and development
- 1-3 years of good knowledge/experience with Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator).
- 2-4 years of demonstrated knowledge of social media platforms (Facebook, Twitter, LinkedIn, Instagram, and emerging platforms).
- 3-5 years experience with and/or proficiency in MS Office applications (Word, Excel, Powerpoint, and Outlook).

- Excellent writer and communicator (both written and spoken).
- Demonstrated ability to work collaboratively in a complex environment, but also to work independently and without close supervision.
- Demonstrated creativity in problem-solving.
- Ability to balance multiple tasks and projects and prioritize accordingly; strong organizational skills, highly detail-oriented, and a proven ability to execute quickly and efficiently.

Travel Requirements: Travel may be necessary, up to 10% of the time (local, regional, national, international). Would require travel by air, car, rail.

ADA Requirements

This job operates in a nonprofit office environment. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

For Administrative & Office Associates:

- This role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets and fax machines.
- This is largely a sedentary role; however, some filing is required.
- This would require the ability to lift files, open filing cabinets and bend or stand as necessary.
- Basic math skills needed to calculate formulas, commissions, discounts, etc.
- Must be able to lift to 10 pounds.

Career Ladder

This position typically has the following career ladder:
 Digital Marketing Coordinator
 Digital Marketing Specialist
 Digital Marketing Manager
 Digital Marketing Director
 Senior Media & Digital Marketing Director
 VP Media & Digital Marketing

Competencies

Competency	Level (Beginning, Proficient, Advanced, Mastery)
Communications	Proficient
Critical Thinking	Proficient
Initiative & Innovation	Proficient
Collaboration & Teamwork	Proficient
Customer Orientation	Proficient
Business Mindedness	Proficient
Spirit of Diversity & Inclusion	Proficient

DISCLAIMER: This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as required.

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**Revised
8/18/2017**

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