



**NATIONAL 4-H  
COUNCIL**

## **NATIONAL 4-H COUNCIL POSITION DESCRIPTION**

<b>Position Title</b>	Integrated Marketing Intern
<b>Business Unit</b>	Integrated Marketing
<b>Home Department</b>	Marketing & Brand
<b>Location</b>	Chevy Chase, MD /Other
<b>FLSA Status</b>	Non-Exempt
<b>Full-Time or Part-Time</b>	Part-Time
<b>Telecommuter Status</b>	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**

National 4-H Council is seeking an Integrated Marketing Intern for a part-time position supporting marketing and public relations activities.

This internship is designed to provide an individual with the opportunity to work alongside seasoned communications professionals at all levels while gaining practical exposure to Marketing & Public Relations. The Integrated Marketing intern will work in an environment that cultivates creativity and encourages contribution, while providing career-building experiences supporting a national brand, youth spokesperson management and partnership marketing projects. The Intern will report to the Partnership Marketing Specialist.

**Eligibility:** Must be current student or recent graduate with course of study in Marketing or Communications

### **Duties:**

#### **Youth in Action and Youth Advisory Committee Spokesperson Management and Support:**

- Support Partnership Marketing Specialist in managing youth calendars for speaking events, media interviews, public appearances and fundraising/stewardship activities
- Support Resource Development in maintaining customized Stewardship Engagement Plans for Youth Advisory Committee members
- Coordinate travel and accommodations of youth spokespeople and advisory committee members
- Research speaking and media opportunities for Youth in Action award winners and 4-H youth spokespeople
- Support writing for various audiences and forums – including email correspondence, newsletter announcements, bios, etc.

- Provide support for Youth in Action and Youth Advisory Committee training activities
- Provide support for 4-H Field promotions and selection of annual Youth in Action award winners and Youth Advisory Committee members
- Manage logistics for Youth Advisory Committee meetings, including two in-person meetings in Washington, D.C. (August 2017 and March 2018) and four conference calls during the fiscal year.

**Integrated Marketing Team Operations Support:**

- Manage and distribute media monitoring alerts for corporate partners.
- Maintain updates to marketing activations and content calendars.
- Consolidate metrics for team dashboard.
- Assist with maintenance and upkeep of Youth in Action and Integrated Marketing SharePoint sites.
- Support internal finance activities such as procuring purchase orders and processing invoices.
- Complete other office-related activities as assigned.

**Qualifications:**

- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment.
- Prior experience as a 4-H member preferred.
- Must have excellent interpersonal skills and follow-up skills.
- Proactive problem prevention and issue resolution leadership ability.
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required.
- Ability to learn other software programs.
- Strong verbal and written communication skills required.
- Ability to work independently and as part of a team.