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YMCA OF LANSING JOB POSTING

Marketing & Graphic Design Internship

General Function: Under the supervision of the Marketing Specialist, this position will help to develop content for the branch website, digital media, program materials, social media outlets and facility/campus signage. The intern may also provide support in PR activities and event planning. He/she is responsible for supporting and managing these functions in accordance with the mission, purposes, and policies of the organization.

Job Requirements:

- Undergraduate students studying communication, marketing, graphic design, advertising or related field
- Requires strong written communication skills
- Must have an understanding of digital media such as social media and website management and the ability to develop effective communication/information for a diverse constituency.
- Advanced computer skills with Microsoft Office applications
- Visual design, Adobe Creative Suite and photography experience preferred
- Ability to determine and set priorities as well as the capacity to handle multiple tasks appropriately in a dynamic and fast-paced work environment
- Must have a high level of initiative, a positive attitude and enjoy working in and creating a strong team environment

Position Responsibilities:

1. Coordinates and develops communication materials to advertise and support YMCA of Metropolitan Lansing programs
2. Supports the Marketing Specialist with the website, digital signage and mobile application, updating as needed and ensuring all sections are current, accurate and effective
3. Assists in coordinating social media efforts
4. Creates and produces spotlight articles on programs, members, staff and events. Includes researching and visiting programs, writing articles, photographing staff/members/activities, and working with the Marketing Specialist to publish them through the appropriate medium
5. Designs and develops internal signage and displays for facility/branches as well as visual graphics that are compliant with Y graphic standards
6. Assist in researching innovative physical visual displays for the branch (including digital signage and interactive technology)
7. Supports the Marketing Specialist with creating and producing email templates that are creative as well as effective
8. Assist in the Annual Campaign as needed
9. Other duties as assigned

Disclaimers:

- Must complete successful background screening.
- This job description may not be all-inclusive and intern is expected to perform all other duties as assigned by direct management.
- Job descriptions and duties may be modified when deemed appropriate by management.

Salary: flexible, non-paid internship

Contact: Amy Stearns, Human Resource Director, careers@ymcaoflansing.org