

Marketing Internship

Family Services, Inc. (FSI) is a 127-year-old nonprofit organization that empowers individuals to achieve financial and housing stability through advocacy, counseling, and education. Our programs include homeownership promotion, financial coaching and education, behavioral health counseling, and homeless prevention services. Learn more at www.fsisc.org.

Responsibilities

FSI is looking for an exemplary and hard-working student intern with an interest in marketing, public relations, and research, who will:

- **Coordinate and assist with some rebranding projects** as a part of FSI's rebranding – *a rare opportunity*;
- **Assist with event planning** for the Money Rocks youth financial education summit (learn more at www.moneyrocks.org); this may include: fundraising, material and curriculum preparation, volunteer recruitment, advertising planning, and event registration;
- **Design marketing materials** for classes and events using Adobe programs;
- **Manage social media accounts** for the organization (Facebook, Twitter, YouTube, Blogger, etc.);
- **Edit website content** through the content management system (CMS);
- **Create and submit** press releases and email marketing campaigns;
- **Distribute surveys** along HIPAA privacy guidelines to clients through email and phone;
- **Collect survey data** and compile into Microsoft Excel;
- **Analyze and present data** to Marketing & Development Director and management.

Hours

10-12 hours per week. Days and hours to be worked will be set in accordance with student's schedule. FSI's hours are Monday-Thursday, 8 a.m. - 7 p.m., Friday 8 a.m. to 5 p.m. Intern schedule will be flexible with arrangements to meet at least weekly with FSI Marketing & Development Director.

Special Skills Needed

- Computer program experience: Microsoft Word, Excel, PowerPoint, Publisher
- Ability to learn additional programs including, but not limited to: Constant Contact, Debt Management Software, Microsoft Access, Adobe InDesign, Adobe Photoshop, Kentico Content Management System
- Excellent customer service and communication skills
- Positive attitude and ability to follow through on responsibilities

Notes

This is a non-paid internship. The Family Services, Inc. office is located at 4925 Lacross Road, Suites 215 and 205, North Charleston, SC 29406. Student should have reliable transportation and will receive travel/mileage reimbursement monthly. This position is an ongoing position available throughout the spring, fall, and summer semesters. The intern will be supervised and will report to the Marketing & Development Director. Applicants will be asked to submit resume and permission for FSI to run credit report and criminal background check.

Contact Jenna Johnson, Marketing & Development Director, 843.735.7854, jjohnson@fsisc.org