

Marketing Intern or Part-Time Assistance

The Marketing Intern/Part-Time position at World Villages for Children is an opportunity to gain experience in nonprofit digital development and outreach efforts through social media, email marketing, website updates, strategy development and other multi-channel marketing efforts.

Summary of Responsibilities: The Marketing Intern will learn and work strategically with the marketing team to develop processes for appealing to donors and potential donors. The incumbent will develop social media, website and email marketing campaigns to draw interest and donations from WVC audiences. These efforts will support the overall team goals of increasing donor involvement for practicing charity to the poor.

Job Type: Part-Time (approximately 15-30 hours/week)
Location: Lanham, MD

About WVC: Founded by the Venerable Fr. Al Schwartz, World Villages for Children is the fundraising arm of international poverty relief work of the Sisters of Mary. The charitable and educational programs of the Sisters nurture the whole child – academically, physically, vocationally, and spiritually. The results are transformative for graduates of the Sisters’ programs who go on to college or vocational careers and often help bring their entire families out of the cycle of poverty. The Sister of Mary work at 18 sites in 7 countries serving 20,000 students annually.

Roles and Key Responsibilities

- Curate and post content from World Villages for Children and the Sisters of Mary to build interest and involvement in the work of World Villages for Children.
- Develop children profiles for use in marketing collateral.
- Gather and organize video and photographs for use in marketing collateral.
- Execute email marketing strategies and campaigns.
- Conduct any research required to grow the WVC marketing and communications program and maintain a competitive advantage in digital marketing.
- Write and/or edit engaging headlines and copy for brand marketing projects, social media content, and occasionally new website content.
- Support the posting and creation of blog posts for the WVC website as well as work with the website team to make edits and updates to the WVC site.
- Assist with events and outreach when needed.

Basic Qualifications

- Ideal candidate is a self-starter and must enjoy working as part of a small team. Must be able to work under pressure. Proficient in Office 365 suite of products.
- Previous work in an office or with nonprofits desirable.
- Studies in marketing, public relations, communications or similar field desirable.

Knowledge, Skills and Abilities (KSAs)

- Previous experience with creating, managing, and strategizing marketing campaigns or willingness to learn.
- Previous experience with managing social media presence or willingness to learn.
- Previous experience with email marketing, tools, and copywriting or willingness to learn.
- Professional communication skills.
- Teamwork/collaboration.
- Organizational Skills.
- Effective time management skills.
- Execution of marketing strategies.
- Persuasive and creative written communication.
- Platform knowledge or willingness to learn:
 - MS Office suite, Canva, Wordpress
 - MailChimp
 - Facebook, LinkedIn, Instagram, YouTube
 - Google Analytics

Agency-wide Competencies (for all WVC Staff): These are rooted in the mission, values, and guiding principles of WVC and used by each staff member to fulfill his or her responsibilities and achieve the desired results.

- Humble and joyful service to the Lord and our neighbor
- Solidarity with the poor
- Respect for human dignity
- Passion, perseverance and adaptability

Supervisor: Marketing Director

Pay and Benefits:

- \$15/hour

**Our Catholic identity is at the heart of our mission and operations. World Villages for Children carries out the commitment of the Sisters of Mary to practice charity to the poor and vulnerable overseas. This job description is not an exhaustive list of the skill, effort, duties, and responsibilities associated with the position. WVC talent acquisition procedures reflect our commitment to protecting children and vulnerable adults from abuse and exploitation.

EOE/M/F/D/V - WVC is an Equal Opportunity Employer

If interested, please send a cover letter and resume to info@worldvillages.org.