



Position Description: Marketing Intern
Supervisor: Interim Annual Giving Manager

PURPOSE: *To act as a dedicated member of the Foundation's development and fundraising team by providing general and specific support to Children's Leukemia Foundation of Michigan (CLF) Development Department as requested*

RESPONSIBILITIES:

1) Development:

- a) Help with the management of Children's Leukemia Foundation of Michigan's social media platforms including Facebook (CLF, CRUSH, CRAFT), Twitter (CLF), Pinterest, YouTube, CLF Lifelines blog, CLF website, CRUSH website, CRAFT website and other identified forms of media
- b) Prepare marketing plans for CLF events, brand awareness campaigns, and outreach initiatives
- c) Help with the management of Children's Leukemia Foundation of Michigan's blog – including identifying and writing blog stories, uploading content, and increasing site traffic/exposure
- d) Learn MailChimp to assist with email marketing, eblast setup and design, and conversion analysis
- e) Track overall marketing progress and establish baseline metrics
- f) Help support the Development Department with pre-event marketing, day-of event execution and post event wrap-up
- g) Learn basics of Convio Fundraising software and help maintain online giving and online fundraising support
- h) Engage service organizations and community groups in advocacy programs and presentations
- i) Assist with identifying potential corporate sponsorship prospects, participate in solicitation, follow up and relationship building tactics
- j) Attend any identified CLF managed or Third Party fundraising events in a supporting role
- k) Provide Foundation President and other staff with administrative support as needed

2) General Responsibilities: Supporting functions expected of all CLF employees and interns that increase or enhance cooperation within, and the overall effectiveness of, the staff and agency

- a) Meet basic behavior standards of a CLF employee such as professionalism, relationship-building, use of work time and cooperative teamwork
- b) Keep the office informed regarding your work schedule and availability for colleagues and others needing to connect with you
- c) Track and log your completed hours to meet course requirement -- if applicable
- d) Participate or otherwise support staff wide functions, projects or initiatives such as staff meetings, team building, planning, recognition, celebrations, etc.
- e) Support other departments as requested or needed