



Social Media & Marketing Internship

Family Futures is a parent-focused West Michigan nonprofit dedicated to building safe and strong families. Every semester, Family Futures is fortunate to have dedicated interns from a wide range of backgrounds that donate their skills and time to support our work throughout the community.

Social Media and Marketing Interns gain practical, hands on experience in the communication and marketing field through the utilization of social media. Interns will help to increase awareness and generate community involvement through the use of a digital campaign and other resources. This intern will be part of the larger team to provide support to other areas of the organization as needed. This internship position is unpaid but college credit can be earned.

Duties & Responsibilities May Include

- Gain experience with social media, print design, web content editing, copywriting, public relations, fund development, and project management
- Familiarize self with trends
- Learn about nonprofit brand management & marketing
- Social media content generation, management, and evaluation
- Perform research on sources relevant to Family Futures' demographic
- Online advertisement and marketing campaigns

General Requirements

- Current college student or recent graduate
- Interest in marketing, social media, event management, graphic design, and web editing
- Ability to work independently and as part of a team
- Strong written and verbal communications skills
- Strong Microsoft Office skills
- Detail oriented
- Effective time management and organization
- Maintain confidentiality
- Ability to work autonomously
- At least 12 hours per week

Preferred Qualifications

- Ability to multitask and effectively manage time
- Knowledge of design concepts
- Experience with Facebook, Twitter, Instagram, and Pinterest
- WordPress website platform experience
- Working knowledge of Adobe Creative Suite and Canva
- General understanding of Google analytics and Facebook analytics

Application Instructions

- Complete the online [internship application](#) and upload a current resume and cover letter.
- For more information, please contact internship@familyfutures.net.