

Grounded Strategies is a nonprofit working to improve community health through the process of advancing environmental justice, building capacity, and transitioning land use liabilities into community assets.

Position: Marketing and Communications Intern

Description: Grounded Strategies seeks a dynamic, self-starter to assist marketing and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing while working for a community based nonprofit organization.

While focused on Marketing and Communications efforts, all team members generally spend some amount of time in the field, connecting with residents and assisting on project build days. As such, we'd love to find a fit that is excited about our mission and approach as a whole.

This position would work with our Administrative Manager while reporting directly to the Executive Director.

Responsibilities:

- Update and maintain Grounded's social media presence (use of Instagram, Facebook, Twitter and LinkedIn)
- Create a digital marketing calendar and process to drive ongoing digital content
- Determine channel roles and messaging approach for the different audiences of Grounded
- Curate and organize images and videos to utilize across digital and social
- Assist in planning, writing and managing emails for CRM database (currently use Salesforce and MailChimp)
- Educate staff around new digital innovation and channels to tap for marketing efforts
- Draft, distribute and pitch news releases, media alerts and other stories
- Help keep CRM updated with workday sign up lists and new newsletter signups
- Update the website when needed (Wordpress)
- Evaluate potential outside marketing and communication vendors and partners
- Collaborate with staff on new ideas, directions, channels and venues for marketing and communications
- Plan and facilitate Marketing Committee meetings to outline team responsibilities for contributing to the strategy

Qualifications:

- Firm grasp of available tools and platforms in the social media space
- Completed or working toward a college degree, preferably in a related field (e.g., Advertising, Marketing/Communications, or Public Relations)
- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Adobe InDesign and Photoshop highly desired. Knowledge of HTML and graphic design a plus
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with press and community contacts
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Enthusiasm for the mission of Grounded PGH and the communities we serve