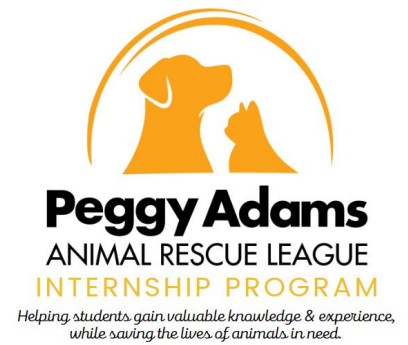


# Internship Role Description

**Title:** Marketing Internship  
**Department:** Marketing & Development  
**Reports to:** Marketing Team & Volunteer Manager



## Purpose of Position

As a Marketing Intern, you will obtain first-hand, tangible experience by working alongside the Peggy Adams Animal Rescue League's Marketing team to create a marketing plan for the Working Cat Program.

## Goals & Objectives

- Learning how to update a website
- Building a marketing plan and timeline for the Working Cat Program
- Creating social posts to promote the Working Cat Program
- Working collaboratively with the marketing team
- Learning how to write press releases
- Learning digital marketing basics
- Updating Adoption Center promotional TV monitors
- Researching marketing trends for Working Cat programs nationwide
- Designing signage for the Adoption Center
- Creating Facebook ads to promote adoption of Working Cats

## Commitment

A minimum of 16 hours/week, depending on intern's schedule

## Skills, Qualifications & Expectations

- Enrolled in an accredited College or University, preferred but not required
- Be prompt, reliable & flexible
- Ability to take & follow directions
- Excellent eye for detail & creativity
- Be self-motivated and have the ability to multi-task
- Possess basic computer skills
- Possess basic writing skills - grammar/punctuation/sentence structure
- Experience working with social media platforms, including Instagram, Facebook & Twitter
- Be able to provide accurate information to the public at all times
- Outgoing personality with a positive attitude

2020	Marketing Internship	Marketing
Effective/Review Date: Sept. 2020	Approved by: <i>Tara Murray</i>	