



# Marketing and Communications Internship

Have a fun and professional learning experience as a support for the marketing and communications at the Carlsbad Educational Foundation! Interns assist the Marketing and Communications Manager to build knowledge about marketing strategy and learn how marketing materials are developed.

## Carlsbad Educational Foundation Mission Statement

The mission of the Carlsbad Educational Foundation is to support the education of every child in the Carlsbad Unified School District by developing, conducting and financing innovative and quality programs and projects.

## Requirements:

- Effective written, organizational, and interpersonal skills
- Computer and internet access
- Experience with social media platforms Facebook, Instagram, LinkedIn, and YouTube
- Detail-oriented and creative!

## Key Responsibilities

This role can be tailored to your interest! Define a project to complete, or assist in a variety of tasks:

- *Website maintenance:* content updates and page creation
- *Digital Marketing:* Google Ads and Grants, Facebook Ads, and email marketing
- *Campaign creation and implementation:* multi-platform marketing for our programs and events
- *Press and vendor relations:* write press releases or gather competitive quotes from vendors
- *Marketing Committee:* work with marketing professionals, contribute ideas and feedback
- *Branding & Outreach:* maintain brand cohesion and develop creative outreach strategies

## Schedule and Compensation

Candidates will receive volunteer hours or credit in conjunction with their school's internship agreement. Hours per week and schedule may vary.

## Applicants

Please send an email specifying your interest with a resume to:

Jennifer Monroe, Marketing Manager, Carlsbad Educational Foundation [jenniferm@carlsbaded.org](mailto:jenniferm@carlsbaded.org)

Carlsbad Educational Foundation is an Equal Opportunity Employer. A diverse applicant pool is desired.