



Position Title: **Marketing and Promotions Intern**

Description:

The Marketing and Promotions Intern drives activities related to marketing and promotion for the chapter events within the local community.

Time Commitment:

10-hours/ month spread across the month to support event promotion and marketing.

Key Competencies:

Marketing, Event Promotion, Interpersonal Skills, Technological Savvy (SEO skills a plus)

Primary Responsibilities:

- Promote events for the Chapter in Puget Sound region
- Engage audience on social media channels in support of events
- Support Communications Director in timely promotion of chapter events, activities, volunteer openings and partnership through social media platforms and other channels where agreed
- Work collaboratively and regularly with communications team to ensure all content and links used for promotions are correct and enable data capture (for example, Bitly links to track traffic)
- Ensure consistent branding of all promotions are in alignment with National ATD and Puget Sound Chapter brand expectations/guidelines
- Find new channels to market the chapter in (i.e. local business journals, etc.)

Success Measures:

- Social media platforms are utilized to keep ATD Puget Sound top of mind for our audience
- Regular cadence of promotions and marketing for events to target audience in collaboration with events, programs, and communications team
- Members receive information on events and opportunities starting 3 to 6 weeks prior to deadline
- Works collaboratively with Director of Communications, President, Board Members and Senior Office Administrator

Term: 6-12 months

Reports To:
Communications
Director

Voting Position: No

Supervisory Duties: No

Committee Members: No

Executive Committee: No

Privileges:

Intern Sponsorship (if required)
Resume and Portfolio Builder with metrics

Additional Expectations:

Meet success measures listed above