



Marketing Intern

This exciting position provides endless opportunities to be a positive influence.

Position: Marketing Intern

Responsible to: Executive Director

Position Supervised: Yes

Classification (FLSA): Full-time or part-time

Revision Date: 04/24/23

Job details

The Genesis Project is a residential group home for abused boys in DHS custody, ages 6-12. Genesis provides a stable environment where children learn to be children. The goal of the Genesis Project is to prepare each child for a long-term family placement. Treatment is individualized in order to address specific needs unique to each child. Positive behaviors are reinforced to build self-esteem and encourage a sense of accomplishment.

The Genesis Project utilizes evidence-based trauma-informed treatments and therapies and training methods. We follow the six guiding principles to a trauma-informed approach including safety, trustworthiness and transparency; peer support, collaboration and mutuality; empowerment and choice; and cultural, historical and gender issues.

Position requires M-F availability, with some weekend days. Degree in related field preferred and experience preferred. Great communication skills (in verbal and writing), strong problem-solving skills and the ability to work well with a team are vital requirements for this position.

Qualifications:

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g. Online analytics and Google Adwords)
- Passion for the marketing industry and its best practices
- Current enrollment in a related BS or Masters degree
- Must be part of a college internship program;
- Must be able to pass background check.

Essential Functions of the Job:

1. Ensure adherence to all agency, DHS, and licensing standards, and policies and procedures in all areas assigned.
2. Collect quantitative and qualitative data from marketing campaigns



3. Perform market analysis and research on competition
4. Support the marketing team in daily administrative tasks
5. Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
6. Prepare promotional presentations
7. Help distribute marketing materials
8. Manage and update company database
9. Help organize marketing events
10. This is not an all-inclusive list. The program director may assign other duties and responsibilities.

Physical and Travel Requirements

- Less than 50%, primarily by car.
- Occasional travel required during evenings and weekends.
- Occasional lifting up to 25 lbs, bending, and kneeling throughout the day
- Prolonged standing, sitting, and walking
- Valid Driver's License and Auto Insurance Coverage

Resumes and three references who can be contacted by phone accepted at Genesis@genesiskids.com or apply online at <https://www.genesiskids.com/who-we-are/careers.html>

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the institute.