



Position: Marketing Intern (Paid)

Reporting Relationship: Marketing and Communications Manager

Internship Summary:

We are looking for an energetic and motivated marketing intern to help us promote Big Brothers Big Sisters of Metro Chicago and our programs. This position will be part time, and paid, with the perfect candidate being someone who is looking to learn more about content marketing, social media, and research and gain new skills while adding to their portfolio. Your work will include preparing and posting social media content, researching best practices, writing blog content, and editing. In addition to being an excellent communicator, you should have excellent multitasking and organizational abilities. We are especially interested if you have previous experience with the BBBS program and are willing to write or record videos for social media about that experience and how it benefited you or a loved one.

ABOUT BIG BROTHERS BIG SISTERS OF METRO CHICAGO (BBBSChi):

BBBSCHI'S Mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

BBBSCHI'S Vision is that all youth achieve their full potential.

BBBSChi is an affiliate of the oldest, most respected mentoring organization in the US. BBBSChi is a professionally managed, mission driven, performance based organization providing high quality, safe and impactful 1:1 mentoring services to over 2,000 children and families across four counties in Metro Chicago: Cook, DuPage and Lake Counties in Illinois and NW Indiana.

As Metro Chicago and Northwest Indiana's largest donor and volunteer supported mentoring network, BBBSChi makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles") from age seven through high school graduation. Private corporate, foundation and individual contributions provide 94% of BBBSChi's revenue base upon which we build programming that meets the needs of each child individually. Our programs are proven to keep kids in school, build positive behaviors and on the path to post-graduate success. Learn more at www.BBBSCHGO.org.

BBBS's Core Value is that we deeply believe Diversity, Equity and Inclusion is paramount and fundamental to BBBS's success. We all work to build and maintain an inclusive and equitable work environment for our staff, volunteers, and program participants. It is our belief that every staff member should embrace DEI principles in the decision making

process. Therefore, we fully expect the ideal candidate will carry out their function with these core values in mind and treat everyone respectfully, fairly and equitably.

Responsibilities:

- Assist in content creation and editing for BBBSChi social media, website and e-newsletter
- Create and edit content for BBBSChi social channels including Instagram, TikTok, Twitter, Facebook and LinkedIn.
- Collaborate with the Manager of Marketing & Communications to understand and inform marketing strategy
- Assist in creation of marketing materials (i.e. recruitment flyers, one-pagers)
- Contribute to BBBSChi blog and research SEO best practices.
- Coordinate and participate in promotional activities including working with partners, staff, families, and Bigs to market BBBSChi and the services we offer.
- Advise on social strategy involving Big and donor recruitment: helping to identify influencers, build engagement and advocacy
- Monitor social media and identify trends to leverage
- Work with corporate partners to identify areas of opportunity to promote BBBSChi partnership
- Seek new creative vendor partnerships, media relationships and opportunities through research

Qualifications:

- Strong verbal and written communication skills
- Excellent analytical and project management skills
- Previous social marketing experience
- Ability to multitask on several projects simultaneously in a deadline-oriented environment
- Proven ability to be a creative and innovative thinker
- Interest in representing the organization on camera is a plus
- Graphic design experience a plus
- Photo and/or Video editing experience a plus
- Previous relationship to the organization either as a former Little, Big, staff member, or family member is a plus

Work Environment:

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, smartphones, photocopiers, filing cabinets and fax machines.

If interested in applying, please forward your resume and either a written or video recorded cover letter to

humanresources@bbbschgo.org

Big Brothers Big Sisters of Metropolitan Chicago

Attn: Human Resources

560 W. Lake St., 5th Floor

Chicago, IL 60661

Equal Opportunity Employer

BBBS is an Equal Opportunity Employer, which includes providing equal opportunity to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics in an effort to bring greater diversity to our workforce.

