



**Position:** Marketing Intern (Paid Summer Internship June -August)

**Reporting Relationship:** Marketing and Communications Manager

### **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.

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**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 2,200 children/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](http://www.BBBSCHGO.org).

**BBBSChi's Core Value** is a deep belief that Justice, Equity, Diversity and Inclusion is paramount and fundamental to BBBSChi'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 JEDI 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.

### **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.

### **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, phones, photocopiers, etc. There is an expectation to work in office **a minimum** of two days per week.

**To apply**, please forward your resume, cover letter  
and salary requirements to:

[BBBS Career Page](#)

Big Brothers Big Sisters of Metropolitan Chicago

Attn: Human Resources

560 W. Lake St., 5th Floor

Chicago, IL 60661

**BBBS is an Equal Employment Opportunity Employer**

