



Marketing Internship – Position Description

Position/ Title: Marketing Intern

Type: Non-Paid Internship

About Union County Urban League:

The Urban League of Union County (ULUC) is a non-profit community service organization founded in 1944. We are one of 90 affiliates of the National Urban League. The Urban League supplies information on the minority population, conducts surveys, training programs, secures jobs, motivates youth, and provides essential services in education, housing, health, employment, and advocacy. Our mission is to assist African Americans and other underserved people in the achievement of social and economic equality.

Programs operated included Housing Counseling (pre and post home purchase, budget/credit counseling, foreclosure, default, and delinquency counseling); Employment counseling, referral, and placement; Case management/re-entry counseling for those formerly incarcerated; and Emergency Assistance for rent/mortgage, utilities, and food.

Summary

As a Content Creator, you will be a storyteller at heart and will create content that will drive awareness, brand engagement, and help grow the Urban League of Union County audience. The marketing intern will also assist in coordinating any marketing and promotional activities of ULUC and in planning and implementing marketing strategies across various campaigns and projects. The main duties include building social media content and campaigns, maintaining company website, and preparing promotional materials and presentations.

Responsibilities

- Manages the company's social media accounts and posts content (Facebook, Instagram, Twitter, etc.)
- Write engaging and clear copy captions for ULUC social media, embodying company's brand voice.
- Monitors messages and interacts with the digital community during the week to drive user engagement and to develop overall brand awareness.
- Prepare and design detailed promotional materials, direct marketing, press releases and media advisories (flyers, brochures, newsletter, etc.).
- Brainstorms campaign ideas.
- Update and design website content.
- Assist with planning and executing events.
- Understand the overall concept of the company including the brand, customer, program goals, and all other aspects of service.

Qualifications

- Undergraduate or Graduate student pursuing a Bachelor's or Master's degree in Business, Marketing, Communications or Design.
- Good verbal, written, email and interpersonal communications skills.
- Proficient in MS Office and graphic design software (e.g., Illustrator, Photoshop, Canva, etc.).
- Experience with content creation a plus, even if not professionally.
- Familiarity with social media strategies and platforms.
- Knowledge of Online engagement and Customer Focus.
- Ability to multitask and take initiative.
- Ability to come to the Elizabeth office (Must provide own transportation).

How To Apply:

E-mail resume and cover letter to HR@uloucnj.org. In the subject line, write: "Marketing Internship"



Urban League of
Union County

*Empowering Communities.
Changing Lives.*

The Urban League of Union County is an Affirmative Action/ Equal Opportunity Employer.