



**Aug. 1, 2017**

**Opportunity:** Digital Marketing Intern, Camp Fire National Headquarters

Are you passionate about making a difference in the lives of kids? Does working with a thought-leader in youth development excite you?

Camp Fire National Headquarters, based in Kansas-City, Mo., is looking for a sharp, highly creative, enthusiastic digital marketing intern that loves storytelling, writing, social media, creative thinking, working fast, and working hard. If you are hungry to grow and learn, expand your skillset, bring value to a powerful cause, and work with a well-established but evolving nonprofit, then read on.

Camp Fire has been a 107-year pioneer in positive youth development and served more than 153,000 kids, teens, their families and community members, across 1,100 program sites, in 25 states and D.C in 2016. It's research-based, proven program framework is called Thrive{ology} and teaches kids how to succeed NOW, not just in the future. Programs are growing across the board, nationwide, and there are several key strategic initiatives underway to lift the national brand over the next five years in order to increase our impact.

To earn this valuable opportunity and play a key role in working with a marketing expert to help lift a national brand, you must be:

- Self-motivated and a self-starter; once given a project, you will run with it and get it across the finish line;
- A strong and clear communicator, and an excellent writer;
- Eager and willing to learn;
- Trustworthy;
- Great at working with others and receiving honest feedback;
- Passionate about doing good work;
- Hard-working, reliable and punctual;
- Known for your integrity and humility;
- Familiar with Wordpress or other content management systems;
- Familiar with Mailchimp or other email marketing tools;
- Familiar with Google Docs, Microsoft Word, online survey tools,
- Well-versed in all the most popular social media tools and trends;
- Tech-savvy - whether it's computers, search, adopting new apps, or marketing tools, you need to be able to learn fast with a knack for figuring things out for yourself;
- Any SEO, SEM, fundraising, crowdfunding, graphic design or video editing skills a huge plus;
- Able to dedicate a minimum of 10-15 hours a week to marketing projects.

This internship will give you the opportunity to take on different marketing projects and own them! *Examples of things you might be asked to help with: Managing social media and overseeing the digital content strategy; Creating email campaigns or curriculums for different audiences; Helping with fundraising pieces; Writing website content; Developing surveys; Creating a variety of online or print campaigns to engage diverse audiences; Writing and managing social media ads; Help with activities to increase online fundraising; Assistance in event planning.*

We are looking to bring someone on board who truly believes in the work we are doing and has the skills, attitude, voice, and enthusiasm to help us bring our work to life - be it online, in print, on billboards, swag - you name it.

Intern can be remote or local to the Kansas City area (preferred). If remote, we would want to have weekly (at minimum) check-in via video conference. If local, you would be able to come work at the Camp Fire National Headquarters office and meet regularly in-person.

You will be working with and reporting to Erin Risner, the Director of Marketing & Communications, who has a decade-long career in digital marketing, social media, fundraising, and creative campaigns.

Compensation: Camp Fire can provide a monthly stipend of \$500. Schedule is flexible. Camp Fire will gladly work with you to get school credit if desired.

Learn more about us at [campfire.org](http://campfire.org). Email [erin.risner@campfire.org](mailto:erin.risner@campfire.org) with your resume, as well as: 1) Why you are interested in this position, 2) What you would uniquely bring to the table, 3) Where you align with the desired skills and requirements.