**Understanding Works – A BOOK by ME internship**

**Marketing/Digital Intern** – Understanding Works NFP is offering a unique internship for a self-motivated and creative individual to experience every aspect of marketing! In this role you will be empowered to create the marketing vision and future direction of marketing for this organization.

Understanding Works NFP is committed to preserving the stories of courageous men and women from the World War II generation. The unique intergenerational storytelling blends the hero’s own words with young artists that author and illustrate the stories to bring it alive to the reader. Our vision is to preserve stories of tolerance, empathy, respect, and hope to inspire our generation and future generations.

Thus far 90 books have been published based on the stories of World War II veterans, Holocaust survivors, and human rights. The books are donated in discounted sets to public and school libraries to be available to educators to incorporate in their curriculum. The books are also available individually on Amazon.

We are seeking a dynamic intern who has a heart for nonprofit organizations, exceptional writing and research skills, and a desire to gain marketing experience to support your future career goals. We are looking to leverage a marketing strategy that promotes the mission of A BOOK by ME while increasing the readership of these priceless hero stories.

**The responsibilities for the intern include:**

Research and recommend the future marketing direction

Develop marketing plan to generate noticeable marketing exposure

Utilize emerging platforms, digital media, and web/social media management

Create engaging content for social media posts, articles, and videos

Manage Facebook and Twitter channels

Generate fund-raising proposals for the organization and execute a minimum of one fund-raising/marketing event

Serve as a liaison for Understanding Works NFP

Provide ongoing communication with key stakeholders with progress reports

Document marketing strategy and plan

**What it takes:**

• Passion for not-for-profit organization and the overall mission

• Excellent written and communication skills

• Self-motivated with a positive attitude

• Strong research and analytical skills

• Web Design skills a plus

• Grant writing/fundraising experience a plus

• Seeking candidate pursuing a four-year degree in Marketing, Public Relations, Advertising, Communications, or related field

**What we offer:**

• Leadership skills through ownership of marketing and fundraising projects.

• Gain insights on the opportunities and challenges of an established nonprofit organization.

• Mentoring and coaching from the Understanding Works team.

• Letter of recommendation from the Founder/Executive Director

• Flexibility; Internship is entirely virtual

**What we need:**

• Commitment to working 10 hours per week

**What to know:**

• Internship is unpaid

• This internship will be virtual/remote

**Where to apply:**

Please submit a cover letter and resume to Understand Works NFP to:

Denise Moore – NFP Business Development @ dekeyrel@machlink.com