



Marketing and Events Internship JOB DESCRIPTION

Organization Background

Women Lead Change is dedicated to the development, advancement and promotion of women, their organizations and to impacting the regional economy. Women Lead Change began in 2007 as the Iowa Women's Leadership Conference, an event-based organization devoted to closing a serious opportunity gap. Women in Iowa, at all levels in their careers and from all walks of life, needed access to more ways to learn about effective leadership, to strengthen their own leadership skills, and to network with other women seeking to become better leaders in their lives, careers, and communities. Today, Women Lead Change has evolved from an organization devoted primarily to event sponsorship to a comprehensive statewide, 501 (C)(3) nonprofit resource for all activities, events, opportunities, and organizations devoted to promoting women's leadership.

To learn more about Women Lead Change visit www.WLCglobal.org.

General Description

The Marketing and Events Intern provides support to Women Lead Change staff, volunteers and contractors with a range of writing, social media, event planning, design, and database management activities. The ideal candidate will be a reliable and resourceful self-starter who enjoys meeting new people and is passionate about women's leadership.

Required Experience and Skills:

- Journalism/Marketing/Non-profit emphasis preferred
- Experience and proficiency in promotional copywriting for the web, news media, and print materials
- Strong verbal communication skills
- Proven attention to detail
- Knowledge and proficiency in: Social media platforms (Facebook, Twitter, Instagram, others), Microsoft Office and Google Apps including Excel, Word and PowerPoint
- Basic graphic design knowledge (Adobe Suite including InDesign)

Key Duties and Responsibilities

- Support a diverse set of event planning, preparation, promotion and execution tasks, including: website maintenance, marketing material development, correspondence with volunteers and Women Lead Change constituents.
- Writes monthly newsletter
- Supports EPIC Corporate Challenge and Women of Achievement Awards
- Administrative tasks: meeting coordination, note-taking and follow up

Reports to: Director of Marketing & Strategic Development

Hours: 30 per week during internship duration

Other: Can structure for class credit