



## Marketing and Special Events Intern Rev. 7/2021

### Job Description

The CASA of Central Virginia marketing and special events intern will complete tasks and projects aimed at developing and growing CASA's marketing and fundraising efforts. These tasks include but are not limited to:

- Assisting with planning and advertising for CASA's annual fundraising events:
  - CASA Shoe Sale
  - CASA Blanca Gala
  - CASA Superhero Run
  - Fore the Kids Golf Tournament
- Assisting with data entry in fundraising database
- Assisting with implementation of social media strategy
- Assisting with Child Abuse Prevention Month awareness activities
- Creating and/or updating promotional materials for CASA

### Eligibility Requirements

- Junior or Senior marketing, communications, business, or nonprofit studies student (or otherwise related major)
- Excellent written and verbal communication skills
- Good organizational skills
- Self-motivated individual
- Intermediate academic knowledge of marketing concepts and strategies
- Creativity and innovative approach to problem solving
- Ability to work effectively with others

### Preferred Skills

- Experience with graphic design
- Knowledge of social media

### **Benefits to Student and Organization**

CASA of Central Virginia is seeking to create an internship program which is mutually beneficial to the student and to the organization. We believe that an intern will benefit in the following ways:

- Gain valuable marketing and development experience for a non-profit organization
- Establish a professional network
- Put academic studies to practical use
- Develop marketing skills through various semester long projects

CASA of Central Virginia also looks forward to benefitting from a bright and motivated intern in the following ways:

- Receive fresh and creative ideas for publicizing CASA
- Bring new life to CASA's marketing efforts

- Gain extra help to take on projects which have been postponed because of inadequate resources
- A revamped marketing plan for our annual fundraisers

**To apply**, you must submit your resume WITH separate cover letter detailing why you are interested in this position and why you think you are a good fit. One letter of reference from professors within your major are also required. All information must be emailed to Allison Stronza, Executive Director, at [allison@cvcasa.org](mailto:allison@cvcasa.org).