

## Digital Marketing Internship

### About Leadership Network

Leadership Network has been a trusted resource for leaders of some of the world's largest, fastest growing churches since 1984. We are seeking a creative, energetic, organized and results-focused intern to assist the marketing team in day-to-day activities and operations.

As a marketing intern, you will collaborate with our marketing team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels, as well as drive measurable kingdom impact through the churches and leaders we serve.

### Details:

- 20-25 hours per week
- Unpaid
- 12700 Park Central Drive, Ste. 50, Dallas, TX 75251
- Inquire with Gwendolyn at [gwendolyn.hays@leadnet.org](mailto:gwendolyn.hays@leadnet.org)

### Responsibilities:

This intern works closely with the Marketing Director and their Coordinator and will involve the following responsibilities:

- Content Management
  - Create social media content with an emphasis on audience engagement
  - Write short-form posts, blog articles, email communications and other content copy
  - Assist in the creation and implementation of monthly content schedule
  - Ensure proper messaging is being executed online
  - Develop creative assets for marketing campaigns
- Social Media Management
  - Schedule posts on all social media accounts (Facebook, Twitter, Instagram, etc.)
  - Ensure posting consistency through the use of scheduling software tools
  - Assist with evaluating and updating social media policies and procedures
- Growth Activities
  - Regularly research latest marketing trends and find best ways to promote brands
  - Contribute innovative ideas for new projects
  - Participate in the development and deployment of growth experiments
  - Create weekly updates and analytics reports to track campaign results and progress
- Other Duties

- Provide administrative support to the marketing team when required
- Assist with proofing as needed

**Skills Gained Include:**

- Experience managing marketing projects from conception to execution and analysis.
- Understanding of the day-to-day operations of a non-profit as well as the strategic decisions inherent in the responsibilities of a Marketing and Communications Director.
- Application of marketing principles and ideas to real-world objectives and outcomes.
- Collaboration with clients, team members, and outside partners both locally and virtually to execute strategy and drive results.

**Skills Needed:**

- Currently enrolled undergraduate student studying marketing or communications
- Ability to learn quickly, demonstrates initiative, adapt / adjust to shifting priorities, and displays a desire for continual growth
- Proficient in the use of social media networks and ad platforms (Facebook, Twitter, Instagram, WordPress, etc.)
- Outstanding written and verbal communication skills
- Ability to manage projects from beginning to end
- Desire to come up with new ideas on how to grow online presence of the ministry
- Willingness to understand our target audience and how to use social media to reach them
- Ability to work independently and collaborate successfully in a team setting
- Experience with marketing software tools a plus (CoSchedule, CRM, Google Analytics, etc)
- Experience with Adobe Creative Suite a plus
- Endless creativity, enthusiasm and the impatient desire to blow people's minds