



Marketing Intern

April-August 2023

Ouelessebougou Alliance is a non-profit organization based in Utah working in partnership with villagers to transform the quality of life in the Ouelessebougou region of Mali, West Africa by delivering sustainable programs in health and education. For more information visit: www.lifteachother.org

The Alliance is seeking an intern to support our fundraising and marketing (especially online) efforts. This internship is an excellent opportunity to learn the ins and outs of marketing and how it connects to fundraising, story telling, and other facets of nonprofit work.

Description of Internship Duties:

- Support the creation and implementation of a social media strategy
- Support the marketing planning for our End of Year fundraising campaign strategy
- Create engaging social media content including for Instagram, Facebook, & LinkedIn
- Prepare and send out monthly e-newsletters via Mailchimp
- Assist in Website organization and revamp
- Assist in organizing and maintaining our program photos

Qualifications:

- Enthusiasm for the mission of Ouelessebougou Alliance and humanitarian work
- Experience in graphic design, web design, and photography
- Self-motivated and dependable with ability to work independently
- Committed to finishing projects and requirements of internship
- Ability to take initiative and work independently as well as in a team environment
- Experience working remotely is a preferred
- Excellent communication and organizational skills
- Strong computer skills including Microsoft Office programs & Google Docs
- Experience with various social media platforms & Squarespace
- Interest in nonprofit management
- Must have personal computer and phone

Location: Remote work with occasional in-person meetings.

Schedule: Internship start dates are flexible. Start date after April 24, 2023 and end date before August 31, 2023. This position is remote with occasional in-person meetings in Lehi, UT. Must be available to work 15-20 hours per week. Work hours are flexible, but must have some overlapping hours between 9:00am - 5:00pm to be able to coordinate and work with our other staff members.

Salary: This internship is unpaid, but we will work to provide a stipend upon the successful completion of your internship. We will also work with students to meet requirements for academic credit.

To Apply: Email resume and short cover letter to info@lifeteachother.org explaining why this opportunity interests you. **Subject: OA Marketing Intern**

Applications due by March 10, 2023 - Interviews conducted on a rolling basis.

Benefits: We provide a flexible work schedule while working with a committed staff, board of directors, and other volunteers. We care about your experience and want you to get as much benefit and satisfaction while working with us as possible. You will leave this internship with skills you can include on your resume. This position will be fun as well as challenging and you will be supported by your manager as well as the board of directors.

Equity Statement: The Alliance endeavors to provide equal opportunity in employment to all employees and applicants for employment. No person will be discriminated against in employment because of race, religion, color, sex, age, national origin, disability, military status, or any other characteristic protected by applicable federal or state law. This policy applies to all terms, conditions, and privileges of employment and the application of all policies of the Alliance.