YMCA AT VIRGINIA TECH

E-commerce Intern

FEDERAL WORKSTUDY ELIGIBLE STUDENTS ONLY

Overview:

Title:	**E-commerce Intern**
Hours per week:	**10 hours**, on average
Rate of pay:	**$20.00 per hour**
Time period:	2025/26 academic year
Schedule	Flexible; some evenings and weekends may be required
Positions:	1 position available
Synopsis:	Focus on improving online presence by enhancing website usability, streamlining e-commerce workflows, and contributing to strategies that support growth.

Job Description

Summary

The Y at VT offers meaningful paid internship positions that provide students with hands-on experience, applying concepts learned through coursework to real-world situations.

Reporting to the YMCA's Chief Information Officer (CIO), the E-commerce Intern will focus on improving the YMCA's online presence by enhancing website usability, streamlining e-commerce workflows, and contributing to strategies that support growth. While not a web development position, this role requires someone with an understanding of website content management, digital marketing, and customer experience. The Specialist will work closely with organizational leadership under the supervision of the Chief Information Officer to guide the next iteration of the YMCA's online storefront, with particular emphasis on user engagement, discoverability, and alignment with the Y's brand and mission.

Responsibilities:

- Website & E-Commerce Optimization
  - Review the YMCA's current website and e-commerce tools for usability, layout, navigational logic, and alignment with the organization's mission
  - Propose front-end enhancements, layout refinements, and content updates to improve user experience and engagement
  - Ensure website content is accurate, current, and reflective of ongoing programs, campaigns, and community messaging

    - Assist with organizing product collections, tagging, categorization, and product descriptions across storefronts
    - Support visibility and merchandising decisions for online store and other digital sales channels
- E-Commerce Growth & Analytics
    - Apply data-informed insights to support strategies that increase visibility, engagement, and conversion
    - Assist in implementing SEO best practices including keyword research, meta descriptions, and structured page elements
    - Monitor and interpret analytics data (e.g., bounce rate, session duration, traffic sources) to inform improvements
    - Explore tactics such as backlinking, retargeting, and digital partnerships to drive qualified traffic
    - Identify opportunities to align e-commerce activity with community events, program cycles, or volunteer engagement
- Marketing & Audience Engagement
    - Collaborate with marketing staff to ensure website and store content align with brand messaging and campaign calendars
    - Contribute to planning and execution of targeted marketing campaigns (e.g., seasonal promotions, email newsletters, social media)
    - Explore best practices in digital storytelling and content strategy to strengthen online audience retention
    - Conduct basic competitive analysis to identify opportunities for increased discoverability and impact
- Strategic Research & Development
    - Research tools, platforms, and features that may support future growth (e.g., community engagement, merchandise fulfillment, digital donations)
    - Prepare summary memos or briefs to communicate findings and make recommendations

Experience and Qualifications:

- An interest in marketing, business, digital communications, or UX/UI
- Familiarity with e-commerce platforms such as Shopify, Squarespace, Wix, or WordPress (admin experience preferred, not required)
- Strong attention to detail and an eye for consistency in language, layout, and visual design
- Comfort analyzing and interpreting user data to inform decision-making
- A desire to ensure programs are operating in compliance with identified requirements
- Ability to complete assignments on time and work within tight deadlines
- Demonstrated commitment to working collaboratively with colleagues and other community organizations
- Comfort with on-line tools and resources
- Attention to detail

- Proficiency with Microsoft Office Professional Suite
- Excellent oral and written communication skills

At the YMCA at Virginia Tech, strengthening community is our cause. Since 1873 we've worked side-by-side with our neighbors, volunteers and partners to build community in the New River Valley through leadership, learning, and service; providing opportunities for individuals and families to learn, grow, and thrive. We strive to build community by:

- Nurturing the potential of children and young adults through academic enrichment, after-school, and leadership development programs
- Improving the health of well-being of individuals and families within the New River Valley through continuing education, food security, and wellness programs
- Leading by example as a socially responsible organization offering community recycling programs, promoting a sustainable food system, providing meaningful volunteer opportunities, and serving as a philanthropic partner for mission advancement.

Join us in creating lasting personal and social change throughout the New River Valley as a member of our staff team. To learn more about the YMCA at Virginia Tech, our programs and services please visit www.vtymca.org.

TO APPLY:
Review of applicants will begin immediately. Please send cover letter and resume to aaron.martin@vtymca.org;include "E-commerce Intern" in subject line. Feel free to call (540) 961-9622 with questions.