YMCA AT VIRGINIA TECH

Marketing Intern

FEDERAL WORKSTUDY ELIGIBLE STUDENTS ONLY

Overview:

Title:	**Marketing Intern**
Hours per week:	**10 hours**, on average
Rate of pay:	**$20.00 per hour**
Time period:	2025/26 academic year
Schedule	Flexible; evenings and weekends may be required
Positions:	2 positions available
Synopsis:	Assists with a variety of tasks supporting the Y's marketing efforts.

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 Director of Community Engagement, the Marketing Assistant assists with a variety of tasks to support the Y's marketing efforts. This position involves creating promotional materials, managing social media and event planning.

Responsibilities:

- Content Creation: writing social media posts, creating marketing materials and developing content for websites or email newsletters.
- Social Media Management: responsible for managing one or more social media accounts, creating content, engaging with followers, and monitoring social media trends.
- Online Event Planning: help with the logistics of marketing online events
- Campaign Support: assist in the development and execution of marketing campaigns, which may include brainstorming, planning, and tracking campaign performance.
- Data Analysis: analyze marketing data to identify trends, measure campaign effectiveness, and inform future strategies.
- Create posters, flyers, brochures, and other marketing materials that engage target audiences and move them to take action

Experience and Qualifications:

- An interest in marketing, PR, and communications.
- 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 laureen.blakemore@vtymca.org; include "Marketing Intern" in subject line. Feel free to call (540) 961-9622 with questions.