

Marketing Intern

Apparo

About Apparo

Apparo transforms the community and improves lives by connecting local nonprofits to technology expertise and resources that amplify their impact.

As a trusted partner and hub for information technology needs, Apparo creates a vibrant community of technology-enabled nonprofits.

We are the go-to provider of technology strategy, implementation, consulting and support services for nonprofits in the Charlotte area. Apparo convenes the nonprofit and corporate technology sectors, delivering solutions that multiply nonprofit effectiveness for a better Charlotte.

Internship Overview

Apparo is seeking a college sophomore, junior or senior majoring in Marketing, Business or Journalism/Mass Communications to join the Marketing Team as the fall intern. He or she will have a passion for the nonprofit sector and a mindset that easily identifies unique opportunities to apply marketing skills and concepts strategically to improve outcomes.

Here at Apparo we believe that too much structure hinders creativity. Therefore, we have loosely structured this internship curriculum to encourage original ideas. Our ideal candidate is self-directed, independently motivated and unafraid of producing unique work. Taking ideas from assigned readings, videos and podcasts and applying them to Apparo's business challenges is exciting for this intern. Additionally, Apparo is highly collaborative, and our ideal candidate finds brainstorming and working in a team to be energizing.

This internship will provide the intern with a comprehensive overview of nonprofit marketing. Lessons and assignments will build off one another, starting with a goal-setting exercise to help tailor the program to the intern's personal goals. Additional assignments may include, but are not limited to, social media content curation (including copy and design), event planning, financial development campaign creation, and market research and analysis.

This internship will last from September 4 – December 5. The intern must be available to work 10 - 15 hours per week, the majority of which will take place in the Apparo office. There will be opportunities for remote work. This position will report to Apparo's Marketing Manager. While this internship is unpaid, we will make every effort to ensure the intern receives course credit for his or her work.

Interested candidates, please send your resume, reason for interest in this position, and three examples of creative work to edavis@apparo.org by August 16.



Minimum Qualifications

- Enrolled in bachelor's degree or equivalent program, with a major in Marketing, Business, Journalism/Mass Communications or a related field
- Strong writing, editing and content marketing (social media, blogging, etc.) skills
- Strong organizational skills with the ability to multi-task and meet deadlines
- A “can do” attitude
- Willingness to collaborate
- A preference for creative work
- Technical knowledge and understanding of social media platforms, metrics and tracking
- Experience with Adobe Creative Cloud apps (chiefly Illustrator, InDesign and Photoshop) or Canva a bonus
- Photography and videography skills a bonus

Success factors

The Marketing Intern must have the following:

- Highly creative mindset
- Comfortable sharing new ideas in search of a better solution
- Excited by exploring the unknown in search of a better solution
- Comfortable with failing in search of a better solution
- Demonstrated ability to be detail focused and results driven
- Demonstrated ability to take initiative
- Proven experience establishing timelines and meeting tight deadlines
- Excellent written and verbal communication skills
- Ability to identify priorities, balance multiple projects simultaneously, and take initiative
- Fast learner and interest in the nonprofit and Charlotte community
- High attention to detail, superb organizational skills, and project management ability

Internship Perks

- Networking opportunities with some of the 500+ nonprofits we serve, 100+ corporations with which we partner, and 26 Apparo Board Members on our team
- Flexible internship curriculum to ensure you receive course credit for your work and are learning and honing skills in line with your personal goals
- Comprehensive marketing curriculum to provide you with the opportunity to learn a multitude of skills within the marketing and nonprofit sector in a single semester
- Unique work environment where the nonprofit sector overlaps heavily with corporate sector
- Assignments enhanced with lessons learned through fun readings, podcasts and videos

Please note: Apparo is a nonprofit, public benefit 501(c)(3) corporation and operates as an equal opportunity employer. This job description is general in nature and not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications of the position.