**Chester County Fund for Women and Girls
Fall 2020 Marketing Internship Description**

For over 20 years, Chester County Fund for Women and Girls (CCFWG) has raised awareness about critical needs of women and girls in Chester County, and awarded over $3.3 million to 75 local non-profit organizations as part of its mission to improve the lives of women and girls through philanthropy and advocacy to ensure they have resources and opportunities to thrive.

CCFWG currently seeks a Marketing and Business Development Intern. This role would be a hybrid in person/virtual position.

**Responsibilities:**

*Marketing*

* Collect quantitative and qualitative data from marketing campaigns
* Perform market analysis and research on the latest trends
* Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
* Assist in monitoring all social media platforms for trending news, ideas, and feedback
* Research and evaluate competitor marketing and digital content

*Business Development/Strategy*

* Work with Communications and Program Associate to strategize around implementation of marketing consultant recommendations
* Assist with organizational rebranding efforts

*General Professional Experience*

* Assist in the development and execution of virtual programs and events
* Assist CCFWG staff as needed with miscellaneous tasks related to the above areas and organizational operations

*Qualifications*

* Solid understanding of different marketing techniques
* Familiarity with marketing computer software and social media platforms
* Excellent verbal and written communication skills
* Knowledge of MS Office
* Experience with content creation a plus, even if not professionally