Communications & Marketing Internship

**Hours:** 10 hours per week with possibility to increase; flexible schedule  
**Timeline:** May 17-August 17  
**Wages:** $600 stipend  
**Location:** Combination of remote and office with social distancing  
**Reports to:** Communications Manager

**Position Summary**  
We seek an intern who will play an active role in the communications and marketing for the Community Foundation of Greater Dubuque, a nonprofit foundation that, through data, philanthropy and relationship-building, addresses complex challenges and improves lives throughout the seven-county Dubuque region. This internship will focus on leveraging communication strategies to maintain and build strong networks with donors, community leaders, and others connected to us.

The intern will also be responsible for newsletters, social media posts, press releases, updating and developing marketing materials, and pursuing other avenues to raise awareness across our eight-affiliate region.

**Expectations**  
The communications intern will be an active member of the Community Foundation team, helping share information and stories about the organization with internal and external audiences. They will work closely with the communications manager to manage and prioritize projects, ensuring the work meets needs and is completed in a timely manner.

While the intern will report to the communications manager, they will be expected to work collaboratively with staff at all levels of the organization to complete projects and fulfill requests. They also will be expected to work with partners outside the organization, including donors and nonprofit leaders, as needed to understand the Foundation’s work and generate content that clearly and effectively communicates the organization’s story.

The intern will use all available resources (see Duties/Responsibilities) to create marketing and communications materials, including press releases, information sheets and web stories. They will gain a working knowledge of Community Foundation brand standards and apply them across their work.
While working, the intern will track hours devoted to each task using an online time tracking tool. The Community Foundation is a professional office environment, and appropriate conduct is expected, including in dress (even if on video calls), punctuality and conversation.

As at other nonprofits, all staff at the Community Foundation occasionally take on tasks and address needs outside the day-to-day scope of their job, such as assisting with event coordination, replenishing office materials and assisting other departments with tasks. “Not my job” is not part of staff’s vocabulary. The intern should expect to help from time to time with non-communications projects.

Some travel within the Dubuque region, including Allamakee, Clayton, Clinton, Delaware, Dubuque, Jackson and Jones Counties, might be necessary to accomplish tasks. The intern should be have access to or be able to arrange for transportation if necessary.

Duties/Responsibilities:

- Collaborate with staff to create compelling and informative written communications that align with the AP Style Guide.
- Learn best practices for nonprofit marketing and communications.
- Learn to use the Community Foundation’s branding appropriately, along with our core values and principles, in all communications.
- Assist with drafting and scheduling weekly social media posts.
- Prep and send newsletters and other email updates.
- Generate timely press releases for publication in and coverage by local media, including the Telegraph Herald newspaper, small-town print publications, radio stations and TV stations.
- Assist affiliate foundation staff and partners with marketing and communications as needed.
- Support the brand creative coordinator with monitoring and implementing strategies for growth on Facebook, Instagram and LinkedIn.
- Utilize tools and resources to accomplish the job, including Microsoft Office356, Hootesuite, DashThis, Mailchimp, Adobe InDesign, Canva.
- Make basic website updates, including posting stories and uploading publications.
- Other duties as needed for the operations of the organization.

Examples of Communications/Marketing Projects:
Website redesign (This project is underway with anticipated completion in Fall 2021. The intern might be expected to assist with content creation, page review and proofreading.)

- Bi-monthly e-newsletters for donors
- Postcard invitations for community events
- One-page fact sheets about community initiatives and information for donors
- Press releases for local media
- Social media management
- Printed reports and letters for donors (see dbqfoundation.org/about-us/publications)

Qualifications:

- College student with preferred major in communications, marketing or journalism
- Strong verbal, written communication and interpersonal skills
- Competency or excellence in photography and video filming/editing
- Proven ability to manage multiple projects and tasks simultaneously
- Have knowledge and understanding of communications or marketing, or have a vested interest in growing in this field
- Creativity is a plus!

How to Apply

Please submit a cover letter and resume to Jeff Danna, communications manager, at jeff@dbqfoundation.org. References might be requested. An interview (conducted remotely) with Community Foundation staff is required.

Additional Notes

The Community Foundation is a professional office; casual business attire is necessary. Travel within the Dubuque area may be required.

Due to the COVID-19 pandemic, the Community Foundation’s offices are closed to the public, and most staff members are working remotely. We are following CDC guidelines and are optimistic to be back in the office by summer. If that is not possible, the Foundation will ensure that you have the resources necessary to work outside the office, including remote access to databases and video conferencing capabilities. Safety protocols are in place for instances when working in the office is necessary.

About the Community Foundation of Greater Dubuque
The Community Foundation of Greater Dubuque envisions a vibrant and inclusive Dubuque region where everyone can thrive. Since 2002, we have inspired people to give back to their community, and we turn this generosity into lasting change across our region, increasing access to resources and opportunities that help all people succeed.

With our affiliate foundations across the seven-county Dubuque region, we chart clear paths forward that address complex social challenges, from academic achievement to economic opportunity. We are committed to engaging, listening to and learning from all corners of the community to understand its most pressing needs today and tomorrow — and then building the partnerships and assets necessary to address them.

Learn more at dbqfoundation.org