

Helen Keller Intl Internship Announcement

Brand Marketing Assistant

(New York City metro area preferred; other locations may be considered.)

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition and clear vision, the organization help millions of people create lasting change in their own lives. Working in more than 20 countries – across Africa, Asia, Europe and the United States – and together with a global community of supporters, Helen Keller Intl helps to ensure every person has the opportunity – as Helen did – to reach their true potential. Learn more at hki.org.

Background

The Marketing and Communications team is an integral unit of Helen Keller's External Relations department that is responsible for raising unrestricted funds in order to support Helen Keller Intl's global health, nutrition and vision work. Specifically, the Marketing and Communications team works to raise Helen Keller's profile and brand, develop and communicate stories of impact on the lives of individuals, families and communities, and help attract and engage philanthropic individuals and families passionate about Helen Keller's mission.

This is an ideal internship for someone working towards launching their creative career. As a member of Helen Keller's Marketing and Communications team, you will be exposed to many aspects of the creative world, with an emphasis on branding, design, and digital communications.

Scope of Work

Reporting to the Digital Marketing Manager, the Brand Marketing Intern will join a small but mighty team. S/he will help ensure consistent branding across Helen Keller materials, curate photography and digital resources, and develop content marketing. This is an opportunity to gain on-the-ground experience in a fast-paced marketing shop, develop creative design solutions, and learn about the donor acquisition and cultivation process.

Responsibilities

- Contribute to Helen Keller's developing brand toolkit by developing organization-wide resource design including templates, graphics, and presentations.

- Develop evergreen social media content, including posts, infographics, and pull quotes.
- Assist with archiving and tagging of photos and other digital assets.
- Write, proofread, brand, and edit creative content across different mediums
- Keep abreast of best practices, strategies, and tactics in emerging digital communications that will enhance existing marketing and communications work.
- Conduct market research, analyze trends, and help identify new marketing opportunities for donor audiences.
- Liaise with various departments and staff inside the organization to generate content.

Qualifications

- This position would be ideal for a student seeking hands-on experience in marketing and communications at a nonprofit organization.
- Experience with Adobe Creative Suite, including Photoshop and Illustrator, and Microsoft Office Suite, particularly PowerPoint.
- Experienced with or interest in design and social media.
- Ability to prioritize workload, assume responsibility for work, and follow through to completion.
- Excellent oral and written English language skills.
- Proficiency in French is a plus.
- Please note that all US employees must be up-to-date with their COVID-19 vaccinations and all employees must be up to date in order to travel internationally.

Terms & Conditions

- 20-35 hours per week (negotiable)
- Temporary: May to August 2022 (start/end dates negotiable)
- New York City based placement will require at least two days per week onsite at Helen Keller's location.

To Apply

Qualified candidates should submit a cover letter and resume to hki.interns@hki.org noting the internship title and location in the subject line. Applications will be accepted until the position is filled.

Helen Keller is dedicated to building an inclusive workforce where diversity is fully valued.

Helen Keller is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, genetic information, disability, or protected veteran status.

We are committed to providing reasonable accommodation to individuals with disabilities. If you are a qualified individual with a disability and need to request an accommodation during the application or interview process, please contact us at the email above or call 646-356-1789.