



Marketing Intern

Carolina Small Business Development Fund - Raleigh, NC

Carolina Small Business Development Fund (CSBDF) is a statewide nonprofit and Community Development and Financial Institution (CDFI) that provides small business loans and financial training to start-ups and existing businesses and lending services to community-based organizations.

Job Description:

The Marketing Intern will be responsible for assisting CSBDF's Marketing and Communications Director in the implementation of CSBDF's marketing plan. This will be accomplished through marketing channels such as CSBDF's social media platforms.

Primary responsibilities *(including but not limited to):*

- Assist in the development and publication of content for marketing materials, monthly newsletter, and social media channels (Facebook, Twitter, LinkedIn, Instagram)
- Assist in the collection and interpretation of data analytics from Facebook, Twitter, Carolina Small Business website, MailChimp, and Eventbrite
- Assist in updating and maintaining our contact database and coordinate logistics surrounding shipping/delivery of printed materials
- Assist with special events

Requirements/Qualifications:

- Currently enrolled in a college/university and working towards a Bachelor's degree, preferably in a related field (e.g., English, Marketing/Communications, Public Relations, Nonprofit management, or other relevant major)
- Self-motivated, dependable, responsible, honest, and able to work independently
- Strong organizational skills and attention to detail
- Excellent writing and copy-editing skills
- Familiarity with Microsoft Office Suite
- Preferably have experience with MailChimp, Eventbrite
- Professional or educational experience in marketing and communications