

MAG America Job Description

Job Title: Marketing & Communications Intern
Reports to: Marketing Manager, MAG America
Location: Washington, DC

MAG (Mines Advisory Group) is an international nonprofit organization that operates in conflict-affected countries to clear the remnants of those conflicts, including landmines, unexploded ordnance, and small arms, thereby enabling recovery and the development of affected populations. MAG is co-laureate of the 1997 Nobel Peace Prize.

MAG America is a non-profit, non-governmental 501(c)(3) organization that raises awareness and funding in the US to support MAG's global conflict recovery programs. We are seeking a motivated and dynamic intern to join our small team of committed individuals.

The individual selected for this position will have the unique opportunity to work alongside the Marketing Manager to develop and launch a new and innovative, cost-effective, and results-driven marketing plan aimed at generating awareness, engagement, and financial contributions among the US public to support MAG's global recovery programs.

Responsibilities and Duties:

- Work alongside MAG's Marketing Manager to launch campaigns aimed at MAG's potential target markets to determine the most valuable citizen segments to target
- Assist Marketing Manager in developing MAG's online marketing strategies, including social marketing, email communications, and website content, in order to generate engagement and revenues
- Support Marketing Manager with designing online actions such as surveys, petitions, polls, etc., to generate online engagement
- Contribute to the production of website stories, newsletters, and public outreach materials
- Conduct marketing research about target markets, events, partner organizations, etc.
- Maintain and update website to promote an enhanced user experience
- Assist with planning and implementing events to generate awareness, engagement, and contributions
- Provide administrative support as required

Requirements:

- Undergrad/grad student or recent college grad with 1-2 years of education and/or experience in marketing and communications preferred, but not necessary
- Interactive marketing experience including web, electronic communications, and social networking
- Some experience with web-based content management systems
- Some design experience preferred, but not necessary
- Nonprofit or advocacy marketing experience preferred, but not necessary
- Excellent organizational skills with a strong attention to detail
- Ability to analyze, evaluate, and synthesize information and data
- Ability to work well within a small team as well as independently with minimal supervision

- Ability to communicate skillfully and persuasively, both orally and in written form
- Enthusiastic, proactive, results-driven, and solutions-oriented approach to work
- Commitment to exceptional quality and customer satisfaction
- Personal commitment to advancing the work of nonprofits and an appreciation for MAG's mission
- Ability to prioritize and multi-task
- Computer proficiency in Microsoft Office
- Availability to work 20 hours a week

Benefits:

- Opportunity to develop a variety of marketable skills in nonprofit marketing and communications
- Exposure to the field of post-conflict recovery and international development
- Recommendation after successful completion of internship
- Monthly stipend and metro benefits

Please send resume, cover letter, and writing sample to
pamala.horugavye@maginternational.org.

Applications will be reviewed on a rolling basis.

Position may be filled in July or August upon successful identification of an ideal candidate.
Duration of the internship is flexible with a minimum commitment of the remainder of 2010.