A.E. FINLEY YMCA
MARKETING AND COMMUNICATION INTERNSHIP

ASSOCIATION: YMCA of the Triangle Area

TITLE: YMCA Communications Intern
REPORTS TO: Branch Director of Communications

BRANCH: A.E. Finley YMCA
DEPARTMENT: Membership

GENERAL FUNCTION
Under the supervision of the Director of Communications, the Communications Intern will assist in creating and managing all communications supporting the A.E. Finley YMCA. The position will help to develop content for the branch website, digital media, program materials, social media outlets and facility/campus signage. The intern may also provide support in PR activities, event planning and photography. He/she is responsible for supporting and managing these functions in accordance with the mission, purposes, and policies of the YMCA.

KNOWLEDGE, SKILLS AND QUALIFICATIONS
Internship is open to undergraduate students studying communication, marketing, journalism, graphic design, writing or a related field. This position requires strong written communication skills, an understanding of digital media (such as social media and website management) and the ability to develop effective communication/information for a diverse constituency. Advanced computer skills with Microsoft Office applications required; visual design, Adobe Creative Suite and photography experience preferred. The intern must have the ability to determine and set priorities as well as the capacity to handle multiple tasks appropriately in a dynamic and fast-paced work environment. He/she must possess a high level of initiative, a positive attitude and enjoy working in and creating a strong team environment. This position requires an understanding of and a commitment to the total effort of the A.E. Finley YMCA/YMCA of the Triangle and the Christian principles upon which it is founded. Students must be legally allowed to work in the U.S.

PRINCIPAL RESPONSIBILITIES
• Coordinates and develops communication material to advertise and support A.E. Finley YMCA programs in accordance with YMCA of the Triangle Area Marketing & Communications policies and protocols.
• Supports the Communications Director in maintaining the A.E. Finley YMCA website, digital signage and mobile application, updating as needed and ensuring all sections are current, accurate and effective.
• Assists in coordinating social media efforts.
• Creates and produces spotlight articles on programs, members, staff and events. May include visiting programs, writing articles, photographing staff/members/activities.
• Designs and develops internal signage and displays for facility/campus.
• Assist in researching innovative promotional displays for the branch (including digital signage and/or interactive technology).
DATES AND COMPENSATION
The internship is available summer, spring and fall, and requires 10-30 hours per week based on availability. Intern will work with the Director of Communications to solidify and formalize schedule based on availability and need. While this is an unpaid position, interns are offered a complimentary membership to the A.E. Finley Y facility and all amenities for the duration of their internship. Internship curriculum may also be developed to fulfill any class internship requirements.

ESSENTIAL FUNCTION
Requires vision, speech, and hearing to normal range, with or without accommodations made of sufficient nature for the completion of assigned tasks. Ability to communicate clearly through written and verbal communication. Often requires lifting and carrying a maximum of 20 pounds. Ability to stand, walk, kneel, bend, stoop, drive, pull and push. Ability to adapt to change quickly and take responsibility for the health and safety of others. Occasional travel, including overnight, may be necessary.

ABOUT THE A.E. FINLEY YMCA
The Y is the nation’s leading nonprofit committed to strengthening communities. For more than 150 years, the YMCA of the Triangle has nurtured and fortified the Triangle community through programs for healthy living, youth development and social responsibility. The Y connects people of all ages and backgrounds to bridge the gaps in community needs. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive. We are dedicated to building healthy, confident, connected and secure children, adults and families.

The A.E. Finley Family YMCA, located at 9216 Baileywick Rd., is a one of eleven branches in the YMCA of the Triangle Area Association. Established in 1989 as part of the Capital Area YMCA, we have served the North Raleigh community for over 25 years.