

Child Care Connections Marketing and Public Relations Internship

Child Care Connections is an equal opportunity employer and welcomes applicants from diverse backgrounds.

Job title	<i>Marketing and Public Relations Intern</i>
Reports to	<i>Executive Director</i>

About us

Child Care Connections is a 501(c)(3) nonprofit serving Gallatin, Park, Meagher, Lewis & Clark, Jefferson, and Broadwater counties. We offer critical support to families and early childhood professionals in our community to improve the quality of and access to child care.

Job overview

We are seeking a motivated and creative Marketing/PR Intern to join our team. This internship offers an excellent opportunity to gain hands-on experience in nonprofit marketing and public relations while contributing to meaningful projects that support our mission.

Duties and responsibilities

The Marketing/PR Intern is responsible for fundraising and agency communications, such as, but not limited to the following:

- Assist in developing and implementing marketing and PR campaigns to promote Child Care Connections, its programs, and events.
- Create compelling content for social media platforms, website, newsletters, and other communication channels to engage our audience and raise awareness.
- Conduct research on industry trends, target audience demographics, and competitor analysis to inform marketing strategies.
- Support the planning and execution of fundraising events, community outreach activities, and other special initiatives.
- Collaborate with team members to brainstorm ideas, contribute to marketing plans, and evaluate campaign performance metrics.
- Assist in maintaining and updating media lists, press kits, and marketing materials.
- Provide general administrative support to the marketing and communications team as needed.

General Work Characteristics

- Work cooperatively with the Executive Director, Leadership Team, Family Engagement Coordinator, Outreach Coordinator, and other agency staff for smooth and efficient agency operation.
- Clear understating of the role data plays and the need for accurate reporting.
- Willingness to learn, understand, embody, and verbalize the mission and values of Child Care Connections.
- Comfortable with the cultural needs of a diverse client base.
- Good judgement.
- Ability to take initiative and work independently, and to adapt to shifting priorities.
- Familiar with Bozeman/Helena area and resources.
- Other duties as assigned.

Qualifications

- Currently enrolled in a degree program related to marketing, communications, public relations, or a related field.
- Strong written and verbal communication skills, with a keen eye for detail and proficiency in grammar and editing.
- Creative thinker with a passion for storytelling and an ability to generate engaging content across various platforms.
- Familiarity with social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) and experience using social media management tools is preferred.
- Basic graphic design skills and proficiency in Adobe Creative Suite (Photoshop, Illustrator) or similar software is a plus.
- Ability to work independently, manage multiple tasks, and meet deadlines in a fast-paced environment.
- Enthusiasm for nonprofit work and a commitment to supporting our mission.

Benefits

- Gain valuable experience in nonprofit marketing and public relations.
- Opportunity to work closely with a dedicated team of professionals and make a meaningful impact.
- Flexible schedule and possibility for remote work arrangements.
- Potential for academic credit, depending on the requirements of your educational institution.
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How to apply

Interested candidates should submit a resume, cover letter, and portfolio (if available) to office@cccmontana.org. Please include “Marketing/PR Internship Application” in the subject line of your email.

The specific statements shown in each section of this description are not intended to be all inclusive. They represent typical elements and criteria considered necessary to perform the job successfully.

Approvals

My signature below indicates the statements in the job description are accurate and complete.

Approved by:	
Date approved:	