

Department	Marketing and Communications	Type	Unpaid – no compensation
Reports To	Marketing and Communications Manager	Work Schedule	Based on availability

NATURE AND SCOPE OF INTERNSHIP

Under direct guidance and supervision, assist the Marketing and Communications (MarComm) team with external and internal marketing and communications activities to promote and support the positive brand and image of Girl Scouts (GS) and the GS Louisiana East Council (Council) including but not limited to:

- Graphic and content creation for social media and web design initiatives
- Social media campaigns
- Document proofing and editing such as press releases and event programs, among others
- Fall Product and Cookies programs and events
- Others as directed.

PRIMARY QUALIFICATIONS REQUIRED

Education	Must be enrolled in an accredited college curriculum in marketing, communications or related field(s).
Skills	<ul style="list-style-type: none"> • Working knowledge of Microsoft Office and popular design programs such as Adobe Creative Suite, Canva or others of a similar type. • Working knowledge of major social media platforms, trends, and best practices. • Ability to take direction and work with a team in addition to working independently with deadlines. • Must be self-motivated and organized with good time management skills and willing to learn. • Ability for local travel to GSLE events.

TRAINING AND EDUCATION PROVIDED

Training	GSLE will provide hands-on training specific to a youth-oriented, not-for-profit organization
Formal Education	GSLE will provide documentation and substantiation of the intern’s service to his or her institution of higher education, as requested.
Academic Commitments	GSLE will collaborate with the Intern on creating a schedule that aligns with availability based on his or her academic schedule.
Beneficial Learning	The duration of this program will correspond to the course schedule provided to GSLE by the Intern for each applicable semester.
Complements Work	The Intern’s role is to provide general support and assistance to GSLE employees who are tasked with performance and completion of defined work products.

Approved by CEO on July 26, 2022.