

Online Marketing Intern / Online Publishing Intern

NPQ is seeking an organized and motivated intern to join us in 2023 with online marketing expertise, a passion for justice issues and a desire to serve the community. We need someone who will be able to take on executing a comprehensive social media strategy for the organization. The position requires a candidate with strong organizational skills who can manage multiple projects at once and coordinate well with others.

The position can be hybrid or fully remote. Also an educational stipend is provided.

Position Description: The primary weekly responsibilities of this position entail:

- Reading the *Nonprofit Quarterly's* daily content and crafting social media posts with distinct messaging that reflects our editorial narratives to promote across all social channels.
- Strategize and execute marketing campaigns across *NPQ's* social media channels including Facebook, Twitter, LinkedIn, YouTube and Instagram.
- Mastering inbound marketing management tools such as HubSpot and Mailchimp to support daily posting on social media, manage workflows, and to create and schedule email campaigns.
- Help measure and report on weekly social media performance, analyzing data to evaluate social media engagement strategies.
- Supporting managing online events and webinars, scheduling events through Zoom, supporting facilitators in organizing dry runs with panelists and leaders in the field, as well as assisting in answering audience questions.
- Managing and publishing online content through content management systems such as WordPress.
- Monitoring, tracking and reporting potential issues that arise on organizational website and social channels so we can continue to improve user experiences for *NPQ's* readers.
- Researching new social channels that *NPQ* should explore and a desire to learn and explore best practices on new platforms that are up and coming. (Example: *NPQ* is currently experimenting with video content on TikTok)
- Developing skills to adapt to working in a fast-paced publishing/media environment in which an organization has a large social media following and social traffic is one of the main drivers to magazine and website content.

Desired/Required characteristics:

- A rising senior or recent graduate with bachelor's degree, with concentration in journalism, marketing or communications strongly preferred. Other professionals with experience in the mentioned fields are encouraged to apply as well.
- Experience with email marketing platforms such as Mailchimp or HubSpot
- Experience with front end web development and content management systems such as WordPress
- Experience experimenting with engagement strategies on social media platforms
- Strong writing, editing and proofreading skills
- Interest in journalism or media/marketing and the nonprofit sector
- Self-management skills
- Enjoys working with a small team in a fast-paced environment
- Critical thinker
- Digitally oriented and attentive to detail
- Works easily in a highly charged, but highly cooperative team environment

Background:

Nonprofit Quarterly is a 30-year-old independent publication that is seen as a rigorous nonprofit practitioner's journal. And it is the most read publication in the nonprofit sector. Its orientation is to surface the questions, intelligence, and experience of those in the field and find the knowledge needed to advance practice. It is

dedicated to the civil sector as the venue that champions the common good, including active democracy and culture.

NPQ has multiple venues that can be mixed and matched for effect. These include:

- Curated newsletters on leadership, economic democracy, Climate Justice, Health Justice, Editor's Choice, and race + power, distributed to 50,000. As well as weekly highlights and a general monthly highlight.
- Approximately 30-40 online workshops annually, with an average of 2,000 participants each
- A quarterly magazine, with 5,000 subscribers
- Monthly premium and complimentary webinars.
- 3,100,000 users annually

Please send an up-to-date resume, a cover letter explaining your interest in the position, and one or two references to internship@npqmag.org.