



Christmas Hope

Marketing and Communications Intern Position

Job Description

Christmas Hope is a collaboration of seven agencies that work to ensure that less-fortunate members of our community get everything they need to feel hope and joy during the Christmas season.

The Christmas Hope partnership is comprised of Interfaith Food Bank, Lethbridge Food Bank, Lethbridge Family Services Angel Tree, Volunteer Lethbridge, The Salvation Army, Lethbridge Senior Citizens Organization and My City Care Shop of Wonders. This partnership strives to make the most of resources and donations while reducing duplication of services.

Qualifications:

The successful applicant will:

- ♣ Have knowledge and experience in Web and social media management
- ♣ Have experience and/knowledge of documentation and Reporting/Info system management
- ♣ Be self-motivated and directed with the ability to take initiative
- ♣ Have previous experience in project management, community engagement, or proven program management skills
- ♣ Display superior interpersonal skills, including the ability to build strong working relationships
- ♣ Be open-minded and flexible while meeting objectives through planning and prioritization
- ♣ Have previous experience in marketing/communications, planning and executing of those plans (specifically, awareness of social media campaigns)

Time Commitment:

The successful applicant will commence duties in Spring/Summer and complete the internship by the end of January. Committee meetings are normally virtual and workload can be scheduled around availability of interns and committee members.

Deliverables:

- ♣ Work together with the Christmas Hope Partners to coordinate campaign details, documents, and procedures for execution of support to Christmas Hope recipients
- ♣ Communicate regularly with the Christmas Hope Committee to ensure full participation and understanding, keep committee minutes and maintain central filing system for Christmas Hope documents
- ♣ Maintain social media accounts for Christmas Hope
- ♣ Maintain and update the Christmas Hope website
- ♣ Create/update user guides for website and social media maintenance
- ♣ Photograph (or use photos provided by the partners) all Christmas Hope events including City Hall launch, Teddy Bear Toss, Charity Checkstop, etc. for social media
- ♣ Promote all Christmas Hope events, partner events, and community events on website and social media channels
- ♣ Work with the Christmas Hope partners to ensure the website and social media are functional and provide reports as needed

Reports To:

The successful applicant will be responsible to all Christmas Hope Partners and can communicate via email or telephone. The intern will be expected to attend committee meetings and check in regularly to report on progress made or challenges faced.

Benefits:

In addition to a financial honorarium/bursary, the successful applicant will gain knowledge on web development and strong Social Networking skills, community development experience, and employment related experience. They will be able to use this project as a sample of their work.

Recognition:

The successful applicant is able to credit their name to their contributions and will be noted on an appropriate Christmas Hope press release.