



## Next Step Branding & Relations Intern

### **General Overview:**

Under general direction, the Branding & Relations Intern will research Next Step's target audience and create strategic branding strategies to developed relationships with the target audience through communication; analyzing organizational branding needs and develop short-term and long-term goals for the organization's branding strategy.

### **Reports to:**

Executive Director

### **Role & Responsibility:**

- Create branding strategies through research of Next Step's target audience
- Create standard operating procedures for branding to multiple stakeholders
- Create, review & manage Next Step's outreach correspondences that conveys the correct messages to the different audiences.
- Connect branding messages to new program launches and event promotion
- Create timeline to contact and correspond with target audiences
- Conduct competition analysis & advertising development
- Work closely with media development intern on projects
- Other duties as assigned



**Knowledge, skills, abilities, and experiences needed:**

- Self-motivated, team player with ability to work independently
- Excellent verbal and written communication
- Ability to work in a high-paced, project-based demanding environment
- Effectively interact with team members, maintaining professionalism at all times
- Organizational and time-management skills
- Eagerness to learn, self-motivated, business oriented, flexible and accountable
- Ability to interface with all levels of personnel and public

**Education and/or Equivalent Experience:**

- Current college student majoring in communication, marketing, public relations, or related field
- Willingness to wear multiple hats and complete different tasks assigned by Executive Director
- GPA: 2.5 or higher