

**Organization:** Lake Superior YMCA

**Internship:** Marketing & Communication Intern

**Reports To:** Senior Director of Communications

**Hours:** Flexible



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**The Y: We're for youth development, healthy living and social responsibility.**

**Position Summary:**

Supports the YMCA's marketing initiatives through digital marketing, content creation and community outreach. This role assists in developing and distributing promotional materials, coordinating events and representing the YMCA at community functions. Responsibilities may include SEO-focused blog writing, photography, videography, graphic design and helping organize and document marketing processes to ensure consistent and effective brand communication.

**Essential Functions**

**1. Digital Marketing & Content Development**

- a. Assist with writing blog content optimized with targeted keywords to support SEO and improve website visibility.
- b. Support the development of digital marketing materials including website content, blogs and promotional copy.
- c. Assist with planning and coordinating marketing campaigns and special events.

**2. Community Outreach**

- a. Develop, produce, and distribute information necessary to promote YMCA programs, services and membership.
- b. Represent the Y at community events, career fairs and other outreach opportunities.

**3. May Include Graphic Design Work**

- a. In consultation with the Marketing Team, design and produce posters, flyers and digital materials promoting YMCA programs and services.
- b. Apply YMCA brand standards to all design concepts and materials.

**4. May Include Photography and/or Videography Work**

- a. Capture photos and videos of YMCA programs, services and events.
- b. Assist with filming and post-production editing of content used for marketing materials and digital campaigns.

**5. Marketing Organization & Documentation**

- a. Assist with organizing marketing projects, campaign assets and shared files.
- b. Help document marketing processes, meetings and workflows to support team collaboration and consistency.

**Required Qualifications:**

- 1. Pursuing or recently received a degree in marketing, communications, digital media, or a related field.
- 2. Strong written, verbal and interpersonal communication skills.
- 3. Proactive and highly organized, with strong planning and project management skills.
- 4. Self-motivated and able to take initiative.

## **Desired Qualifications:**

1. Interest or experience in SEO, blog writing or digital marketing.
2. Skills in graphic design.
3. Proficiency with industry-standard software such as Canva or similar tools.
4. Knowledge or interest in photography and/or videography (professional, hobbyist, or amateur experience welcome).

## **Compensation:**

Interns do receive a YMCA membership during their internship. They also will receive a great resume building experience working in the non-profit sector with one of the largest non-profit organizations in the nation. This is a great opportunity to build your portfolio.

Although this internship is unpaid, we will work with you and your school to assist you in receiving college credit. It is the responsibility of the student to determine if academic credit is available through their degree program.

## **Application Process:**

- Cover Letter and Resume
- One or two letters of recommendation

## **Contact Information:**

Gina Miller

Volunteer & Internship Coordinator

Lake Superior YMCA

302 West First Street | Duluth, MN 55802

(P) 218 722 4745 ext 159

(E) [gmiller@lakesuperiorymca.org](mailto:gmiller@lakesuperiorymca.org) (W) [www.lakesuperiorymca.org](http://www.lakesuperiorymca.org)