



Organization Overview

Expeditions of Empowerment is a non-profit organization focused on helping youth strengthen their self-awareness and independent thinking, two social-emotional skills necessary to positively control their lives. Our outdoor adventure programs foster this growth by combining problem solving, self-reflection, and a sense of accomplishment to create meaningful and memorable learning experiences. These experiences, by design, are rich with opportunities to practice communication, collaboration, and conflict resolution skills in an environment where it is safe to pay attention to, and discuss one's thoughts, feelings, and actions.

Position description:

We are looking for an individual to help us create digital marketing material, brochures, and social media content that establishes, and continually strengthens, personal connections to our mission.

Our desire is to have synergy between the materials we use for fundraising events, new business pitches, newsletters, and social media that allows one to compliment the other.

We envision this role requiring an average of 10 hours per week, and see it as a pathway for interested individuals to grow into a Director of Marketing and Communications role.

Marketing Tasks:

- Design a marketing campaign focused on the female empowerment program.
- Customize marketing content for school board meetings and fundraising events.
- Research local companies to reach out for support and/or donations.
- Update donor/sponsor contact information to ensure delivery of thank you letters, event notifications, etc.
- Provide support in planning and promoting fundraising events.

Social Media Tasks:

- Design, schedule and publish at least **1 weekly social media** posts on Facebook, Instagram, and LinkedIn.
- Prepare a **social media schedule using an app/platform** to allow for postings to be prepared in advance then posted on a specific time/date.
- Coordinate social media posts to foreshadow or reinforce information contained in quarterly newsletters.
- Evaluate campaign effectiveness through platform analytics, propose growth tactics.

Who should apply:

- Students in a communications or marketing program who are comfortable with social media, and willing to learn more about working with nonprofit organizations
- Intern must have their own access to a computer and graphic/social media design platforms (we will provide a subscription to a social media posting platform based upon research and your recommendations!).
- Must be able to connect by email or phone once a week with out Fundraising Director and CEO on planned efforts