**Marketing Intern- Job Description**

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Marketing Intern supporting I AM O’Kah!’s recruiting efforts for NSA’s Stokes Scholarship and High School Work Study Program.

**Objective:** The Marketing Intern will be responsible for assisting the I AM O’Kah! in the development and implementation of its marketing plan for Baltimore City high school students. This will be accomplished through developing, maintaining and expanding marketing channels/methodologies to the public at large: parents, students and high school administrators.

**Reports to:** Aisha DaCosta, Chief Executive Officer, I AM O’Kah! Inc.

**Timeframe: Aug – December 2018**

**Background:** In the fall of 2016, I AM O’Kah! helped recruit 15 applicants for NSA’s High School Work Study (HSWS) program. Five students successfully processed their security clearances and received positions for the 2017-2018 HSWS program. This marked the first time in over 20 years that Baltimore City high school students were successfully placed with NSA’s HSWS program.

In 2018, I AM O’Kah! would like to expand their outreach efforts to more students in Baltimore City and focus on two NSA high school student programs: The Stokes Educational Scholarship and High School Work Study Program. More information about the programs can be viewed at: <https://www.intelligencecareers.gov/icstudents.html?Agency=NSA>

The program applications typically open September 1st and close on October 31st. The window to recruit students is very small and will require pre-planning in August to successfully reach the intended audience.

**Desired Outcome:** Increased applications from Baltimore City high school students for the HSWS program (11th graders) and Stokes Scholarship (12th graders).

**Proposed Activities:**

1. Conduct an interest meeting for the Stokes Educational Scholarship in September.
2. Conduct resume and application workshop for students in early October.
3. Develop a marketing plan and help promote the above opportunities and proposed activities (interest meeting and workshop).

**Primary Responsibilities (including, but not limited to):**

* Develop content for promotional materials including direct mail pieces, print and electronic newsletters, web site and social media stories, media releases, and other materials as needed.
* Draft communications, content for blogs, website, and social media.
* Update and maintain social media presence, including scheduling Facebook updates.
* Research, draft, distribute and/or pitch news releases, media alerts and other stories.
* Collaborating with staff on new ideas, directions, and venues for marketing and communications.
* Reach out to the community organizations and general public about organization’s mission

**Qualifications**

* Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
* Must have excellent interpersonal skills and follow- up skills
* Proactive problem prevention and issue resolution leadership ability
* Leadership potential
* Proficiency in Microsoft Word, Excel, Internet, and Outlook required
* Ability to learn other software programs
* Strong verbal and written communication skills required
* Ability to work independently and as part of a team