



3001 Brighton Blvd  
Suite 623  
Denver, CO 80216  
www.FirstDescents.org

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## - MARKETING INTERN JOB DESCRIPTION -

First Descents (FD) seeks a highly organized, self-motivated and passionate Marketing Intern to support the coordination and execution of key marketing, fundraising, and event-related projects. The Marketing Intern must have strong written and verbal communication skills, excel at project management, and be well-versed in computer and clerical-related tasks. It is imperative that the Marketing Intern embraces the culture and the mission of First Descents. Adobe design suite proficiency is required, and previous marketing and event planning experience is preferred. Experience with data entry and marketing software (such as Google AdWords, Google Analytics and Salesforce) is a plus!

### RESPONSIBILITIES:

We need an organized, goal-oriented individual to step in as our Marketing Intern. Our ideal candidate is passionate about serving young adults impacted by cancer and is interested in pursuing a career in nonprofit marketing and development. The marketing intern will devote a large portion of their time and efforts to assisting with planning and execution of several First Descents events, including the 80's Ski Party, Man of the Cliff, Brooklyn Bash, and the Climbathon fundraiser. Responsibilities will include, but are not limited to:

**FIRST DESCENTS EVENTS AND FUNDRAISING:** You will assist the Marketing Manager and Marketing Coordinator on all media-related projects for the above listed events. You will run point on sourcing silent auction items and assisting with the coordination of live auction items. We are looking for an intern who can hit the ground running when it comes to graphic design so experience with design software such as Adobe Photoshop, Illustrator and InDesign is a must! Furthermore, WordPress and HTML coding experience can greatly assist you in this role. You will assist with developing and executing marketing plans and SEO tracking reports. Furthermore, this intern will grow and develop social media presence, integrating both current and planned campaign activities for ongoing fundraisers.

**GENERAL MARKETING:** Everyone loves a good marketing plan! As such, you will participate in all planning meetings surrounding marketing and communications-related projects. You'll also help generate content and manage posts across FD's social media platforms and contribute to the blog and e-newsletters. We're big on keeping organized so you can work with the Marketing Manager and Marketing Coordinator to catalogue and maintain media assets for future use.

**OUT LIVING IT:** It's our motto and succinctly sums up our core values of adventure, challenge, community, humility and humor. Saying it's important is an understatement. We live, breathe and sweat it every day – and as the newest member of our team, you will too.

### INSIDE DETAILS:

This is an un-paid position based at our HQ in Denver, CO. The Marketing Intern is expected to contribute 15-25 hours per week at our HQ office on weekdays between 8:30am-4:30pm (exact schedule is flexible). Our ideal candidate will be available to start in September.

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## - MISSION -

*First Descents provides life-changing outdoor adventures for young adults impacted by cancer.*



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**APPLY:**

To get started, send your resume as well as a cover letter to [marketing.jobs@firstdescents.org](mailto:marketing.jobs@firstdescents.org). We want to get to know the real you and why you would be a great addition to our team – be sure to let this shine through on your cover letter.

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