



# INSTITUTE FOR CATHOLIC LIBERAL EDUCATION

## **Digital Marketing Intern**

Institute for Catholic Liberal Education

Remote Position

Part-Time (~5-10 hours per week)

## **Organization Description**

The Institute for Catholic Liberal Education (ICLE) inspires and equips Catholic educators to renew today's Catholic schools by drawing on the Church's tradition of education, which frees teachers and students for the joyful pursuit of faith, wisdom, and virtue.

## **Position Description**

The Digital Marketing Intern will work directly with the Communications Manager to effectively communicate the message and mission of the Institute through its various online channels and to its various constituents. This intern will be primarily responsible for developing engaging social media and video content for the Institute but will also gain experience with email marketing and website oversight.

## **Duration and Compensation**

The internship will run for the remainder of the 2024-2025 academic year. The intern will be expected to work approximately 5-10 hours per week and will be compensated at \$18/hour.

## **Primary Responsibilities**

### *Social Media*

- Develop comprehensive social media strategies aligned with ICLE's objectives and brand.
- Create and curate engaging content tailored to specific goals and target audiences.
- Assist in optimizing all social media channels, including LinkedIn, Facebook, X (Twitter), and YouTube.
- Stay current on social media trends, tools, and best practices, incorporating new strategies and features into our social media efforts.
- Analyze social media performance metrics, track KPIs, and provide regular reporting and insights to inform strategy and decision-making.

### *Video Editing*

- Use existing footage to produce high-quality, on-brand video content that effectively communicates the message and mission of the Institute.



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## **Education and Experience Requirements**

### *Mission-Alignment*

- Active and practicing Catholic devoted to the mission of the Catholic Church and Catholic Liberal Arts education.

### *Education*

- Currently a junior or senior pursuing a Bachelor's degree in English, Marketing, Liberal Arts, or a related field.
- Major and overall minimum GPA of 3.0/4.0.

### *Skills*

- Previous experience with social media and video editing.
- Knowledgeable about social media trends.
- Tech-savvy individual with an excellent capacity to learn new technology platforms as needed (e.g., Canva, Mailchimp, etc.).
- Passionate about telling compelling stories.
- Excellent capacity to work independently and autonomously, particularly in a remote environment.
- Excellent organizational skills and ability to meet deadlines.
- Professional demeanor and willingness to learn new skills on the job.