



---

**Community Foundation of North Florida (CFNF)****Position Title:** Social Media and Marketing Intern**Who we are:**

The Community Foundation of North Florida connects donors to causes they care most about. We are a vehicle that corporations, individuals and families use to create funds that will provide grants to their favorite nonprofit organizations. CFNF provides donors within our 11-county footprint with effective tools to reach their philanthropic goals. We also support nonprofit organizations who invest in themselves by establishing an endowed fund for long-term sustainability.

**What we are looking for:**

This position supports staff and our efforts to raise overall awareness throughout our local communities of who we are and what we do. This intern will support community engagement activities, media relations and market our work to broader audiences through social media and local advertisements. The intern will interact with staff, professional advisors, donors and board members to allow him/her to gain a better understanding of philanthropy & the Foundation's role in the community.

**Responsibilities:**

- Create social media presence on Facebook and Instagram to engage existing donors and target professional advisors and community members
- Develop engaging social media posts using existing reports, interviews, and staff consultation to celebrate the impact of our work and educate and inspire community members to engage philanthropically
- Work with staff and professional media network to develop marketing materials to be used in print and digital spaces
- Research advertising opportunities within our 11-county footprint (Calhoun, Franklin, Gadsden, Gulf, Jackson, Leon, Liberty, Madison, Taylor, Wakulla)
- Perform administrative & office support activities for CFNF

**Skills and Qualifications:**

- Basic knowledge of social media platforms and software to track audience engagement
- Interest in writing, social media and social trends
- Applied understanding of basic marketing principles
- Organized, efficient and creative work ethic
- Self-starter with ability to work independently
- Experience with Facebook and Instagram, Microsoft Suite software, Adobe, Animoto, Canva or other design software

**Outcomes:**

Upon completion of this internship, the student will be equipped with skills to engage with prospects and donors through proper social media posts and marketing materials. The student will also gain a deeper understanding of how a Community Foundation functions and the tools needed to develop the donor pipeline and steward existing donors.

3600 Maclay Blvd. South, Suite 200 | Tallahassee, FL | 32312 | (850) 222-2899