

DIGITAL MARKETING INTERN

WHO WE ARE

Caris Pregnancy Counseling & Resources is a faith-based nonprofit organization whose mission is to see women and children thrive during and after unplanned pregnancy. Our vision is to be a leader in addressing the cultural, social, spiritual, and economic essentials involved in unplanned pregnancy. We are a grace-filled professional counseling agency equipping and empowering women with valuable resources and various communities of support.

OPPORTUNITY SUMMARY

The Digital Marketing Intern will join and align with Caris, a faith-based organization with Christ-centered principles. The intern will work directly with the Sr. Integrated Marketing Manager to help build brand awareness of Caris and create a social footprint that is trackable, interactive, and that is memorable. The social media intern is a creative that is self-motivated but can also thrive in teams. This internship provides an excellent opportunity for individuals looking to gain hands-on experience in digital marketing, social media marketing and digital communications in the nonprofit sector.

RESPONSIBILITIES

- Assist in the creation and scheduling of engaging content across various social media platforms.
- Monitor and respond to audience comments, messages, and inquiries.
- Collaborate with the marketing team to brainstorm and execute digital marketing campaigns.
- Research and stay up-to-date on industry trends to enhance our social media strategy.
- Provide support in analyzing social media performance using analytics tools.

PREFERRED SKILLS AND QUALIFICATIONS

- Currently enrolled in a relevant degree program or recent graduate.
- Strong understanding of digital marketing elements and social media platforms.
- Creative mindset with excellent written and verbal communication skills.
- Familiarity with social media analytics tools is a plus.
- Ability to work independently and collaboratively in a fast-paced environment.

REPORTS TO

Sr. Integrated Marketing Manager

SCHEDULE & PERKS

- 15 hours per week (hours can be flexible).
 - One day in office, Thursday preferred.
 - Class credit.
 - Hands-on experience in social media management.
 - Exposure to innovative marketing strategies.
 - Collaborative and vibrant work environment.
 - Potential for future opportunities within the company.
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ABOUT CARIS

Caris is a Christian non-profit organization. Candidate must be in alignment with the Caris mission, vision, statement of faith, and statement of principle. Caris team members must exemplify a committed and consistent walk of faith and dependence on Jesus and have a personal calling to ministry and to the specific mission and vision of Caris.

WHO WE ARE

- We are Christ Followers living on a mission.
- We are a source of support and serenity for hundreds of women each year.
- We provide support to women regardless of their pregnancy decision.
- We are a safe place.
- We are nimble and adaptable in our approach to service—one size doesn't always fit all.
- We are innovative, contemplative, and Christ-honoring in all that we do.

WHO WE ARE NOT

- We are not political; we do not engage in political arguments or debates.
- We are not judgmental; women are not shamed or judged when they come through our doors.
- We are not the end of the road; we aim to walk with and support women and children on their journey until the child turns age five.

WHO WE ARE LOOKING FOR

- A Christ Follower.
 - Someone committed to seeing women and children thrive.
 - Someone who understands how issues of race, class, and societal injustices can play a role in a woman's pregnancy decision.
 - Someone who is committed to pursuing justice and truth on behalf of the women, children, and families that we serve.
 - Someone who is flexible, teachable, and willing to serve.
 - Someone who is willing to take initiative and decisive action.
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Please apply via www.caris.org/careers. No phone calls.

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