



Title: Marketing Intern

Status: Part-Time

Department: Development

Reports to: Marketing & Communications Manager

For more than 30 years, Camp Twin Lakes (“CTL”) has been a place where kids and families living with serious illnesses, disabilities, and life challenges feel truly understood. Surrounded by peers on the same journey and supported by our adaptive programs and facilities, our campers try new things, discover new strengths, and start to see themselves in a whole new way. For more information, please visit our website at www.camptwinlakes.org.

As an intern at Camp Twin Lakes, we expect you will grow in your ability to think creatively, work independently and collaboratively with a team, develop time management skills, and much more. You will have the opportunity to develop crucial skills that will help you become a successful and creative *marketing professional*.

Summary:

The *Marketing Intern*’s primary responsibilities will include asset organization, digital content creation, and engagement management across CTL social media channels.

Responsibilities:

- Work in conjunction and communicate regularly with the Marketing & Communications Manager to assess current marketing and content creation needs for CTL social media accounts.
- Review and organize new photo and video assets in SharePoint
- Track trends and brainstorm ideas for original content
- Create and maintain up-to-date content each week
- Produce monthly analytics reports/dashboards from social media
- Create and edit short-form videos (i.e. Instagram Reels, Tiktoks) in CapCut or Canva
- Collect and organize short quotes and stories from campers, CTL staff members, and Camp Partner staff

Qualifications:

- Must have an interest in marketing, communications, content creation, or related field
- Experience creating content for Instagram, Tiktok, Facebook, and LinkedIn is required
- Experience using Canva, Capcut, Adobe Creative Suite, and Hootsuite is preferred

- Possesses creativity, keen eye, and a passion for storytelling through social media and other digital platforms
- Excellent written and verbal communication skills, as well as strong interpersonal skills
- Demonstrated ability to multitask, work independently, take initiative, meet deadlines, and maintain confidentiality when necessary
- Experience with photography, video editing, and camera operation is preferred

To Apply:

Interested candidates should submit their resume to Callie Roan, Marketing and Communications Manager, at callie@camptwinlakes.org. Camp Twin Lakes would also like to see a portfolio or work samples from applicants. Work samples can include social media assets, videos, photography, graphic designs, class projects, and more.

This position is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. The student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of \$1,800 upon verification of their eligibility for a scholarship with the Financial Aid office. Students are expected to work 10 hours a week for 10 weeks. Students need to be enrolled full-time. ILSI will handle onboarding and the payment process, and Fellows are expected to complete deliverables about their experience.