

**Transitional Living Center Marketing Intern
Position available**

Marketing Intern for the Transitional Living Center in Burlington, WI (unpaid position)

TLC serves homeless families in western Racine County. Their mission is to provide clients with the skills for independent living and self-sufficiency. Most clients are women and children. Operating with approximately a \$200,000 annual budget it has a group living facility and a duplex that provide housing. The staff includes a director, social worker, a business intern and an advocate. TLC is funded by community donations, the United Way, the Racine Community Foundation, local foundations and area businesses. TLC needs to develop a marketing plan and solidify its donor base. This is a great opportunity to work with a skilled industry professional and to build your resume and your own network for future employment.

Reports to:

Executive Director, Cristin Chaffee

Internship supervisor: Jon Hainstock of *tailwind creative* and TLC Board Member

Primary Focus:

Work cooperatively with supervisor on branding development. This would include creating social media campaigns, print collateral, and managing website updates for TLC in order to build awareness and cultivate potential donors.

Duties:

Learn about TLC mission and daily operation

Create copy that can be used in social media marketing

Develop photo library that can be used in marketing

Interview clients to gather story/copy material

Attend Fund Development committee meetings once monthly

Schedule:

Flexible in terms of specific days and hours- approximately 30 hours per semester—the need exists for a marketing intern on a year round basis however we can work with college students around their schedule

Qualifications:

Junior or Senior standing with marketing major or marketing emphasis at university level OR

Advanced standing in a technical college marketing program OR

Demonstrated skills and experience in previous position

Current recommendations

Skilled communicator in traditional and digital formats

Able to work independently and with team

Creative and critical thinking skills needed

Apply to:

Patricia Hoffman, TLC Board Member

Chair Fund Development Committee, Transitional Living Center

308 S Oakland Ave

Burlington, WI 53105

phoffman308@gmail.com

Send letter of interest, resume, and contact information for two professional references (current or former professors or employers if position was marketing related)

Electronic submission preferred.

Applications will be reviewed and interviews will be scheduled with director and supervisor

Positions available through Spring of 2013