

# Marketing Intern

## Employer Background:

***The Holy Family Catholic Academy is recognized Nationally and Internationally for our Curriculum and Instruction.***

When it comes to children's education, choosing the right school is paramount. We invite families to explore our unique learning environment that empowers students from preschool to middle school to become global thinkers and faith-grounded leaders.

HFCA provides a dynamic environment that nurtures curiosity, creativity and confidence.

HFCA stands out as the only northwest suburban elementary school authorized as an International Baccalaureate World School for the Primary Years Programme (preschool to 5<sup>th</sup> grade), and we have recently been accepted as a candidate for the Middle Years Programme (grades 6 to 8). This distinction has been awarded to only 14 other schools in Illinois, showcasing our commitment to providing international perspective and a holistic education.

We recently completed a strategic planning and enrollment planning process. As a result of those efforts, we have a number of exciting marketing and development initiatives that require planning and execution.

## Summary of Opportunity:

Through our internship program, we are looking for talented people passionate about helping academic institutions grow their enrollment and penetrate their addressable market to achieve their goals. You will also be assisting parents find the best

academic environment for their children to reach their full potential.

This will be a fantastic opportunity to work in your community and learn pieces of what it's like to work at a leading academic academy as well as execute multiple initiatives and events.

The intern will work closely with our Director of Development, principal (and her leadership team) and members of our Advisory Board.

This role will work on a variety of initiatives that span across digital, print, and social media. A successful candidate will need to be a good communicator, hard worker, organized, proactive and have an eye for detail.

We are asking for a minimum of 10 hours per week and are flexible on what days and times. Positions can start as early as November 1 and will run through the end of March, with the possibility for extensions.

For more information about the Holy Family Catholic Academy, please visit our website at [www.holyfamilyacademy.net](http://www.holyfamilyacademy.net)

### **Essential Duties and Responsibilities:**

- Work with all our online assets (i.e., website and social media platforms): updating and ensuring success through improved relationships with existing and prospective students and parents
- Assist with video for marketing and development
- Collect and create social media content
- Assist with marketing outreach and research efforts

- Develop alumni outreach capabilities, including development of an alumni database for use in marketing and outreach campaigns
- Prepare reports and presentations
- Assist with mailings, filing, and special projects as needed
- Plan events and communications for marketing and development initiatives

### **Qualifications:**

- Must be currently enrolled in a four-year college or university
- An ideal candidate should be working towards a degree in one of the following areas: Marketing, Business Management, Entrepreneurship, Development or related majors
- Strong writing and research skills
- Must have exceptional interpersonal and organizational skills
- Detail oriented and ability to prioritize
- Ability to multi-task and work independently
- Must be very digitally savvy and connected on multiple social media platforms
- Experience with PowerPoint, Google Suite, or Microsoft 365 is required.
- Experience with Adobe Illustrator and database management tools is a plus.

**The Holy Family Catholic Academy is an Equal Opportunity Employer.**

Job Type: Part-time, Internship

Pay: \$20.00 per hour

Location: Located in Inverness, IL 60067 with a possibility of working remotely as well

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