



Are you looking to support displaced workers in the Commonwealth as they continue to prepare for and recover from the impact of the coronavirus in their communities?

The Virginia Ready Initiative, or VA Ready, is a new nonprofit focused on retraining Virginians whose employment has been disrupted due to COVID for in-demand occupations in high-growth industries. Responding to the unprecedented surge in unemployment caused by the COVID-19 pandemic, VA Ready brought together over 35 leading companies across Virginia and established a Public-Private-Partnership with the Virginia Community College System (VCCS) and the Commonwealth's existing FastForward Workforce Credential Program. VA Ready provides our registered VA Ready Scholars a \$1,000 Credential Achievement Award upon obtaining the final certificate in 31 selected training programs in the Computer and Cyber, Healthcare and Manufacturing/Skilled Trades sectors.

**Position: Marketing Content Creation Intern**

**Description:** VA Ready seeks a dynamic, self-starter to assist marketing and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing with special focus on content creation while working for a community based nonprofit organization.

While this is a remote position, you will be partnering with a mentor/coach who will provide assign responsibilities and provide oversight of deliverables and deadlines. This position is available for the Summer and/or Fall semesters.

**Responsibilities:**

- Assist the marketing team with writing, researching, and editing a variety of marketing copy, including but not limited to blog posts, email newsletters, and social media posts
- Assist with the creation of visual assets for print and digital use utilizing Canva and/or the Adobe Creative Suite
- Assist with marketing analytics and reporting using Hootsuite, social media platforms, Mailchimp, and Google Analytics
- Assist with project management and administration using Asana and the Google Suite
- Additionally, this position may be asked to help out with other marketing-related tasks on an as-needed basis. These may include responding to information requests, researching business partner prospects, and administrative tasks

**Qualifications:**

- Strong writing, researching, and editing skills
- An eye for design and experience with tools such as Canva or Adobe Spark
- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)
- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- Proficiency in Adobe Illustrator, Photoshop, and InDesign highly desired. Knowledge of HTML, graphic design, and/or video production and editing a plus
- Ability to communicate in a professional manner with press and community contacts
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines

Position open until filled, requires 1 – 2 month commitment. Hours: 8 – 16 hours/week

Compensation: While this is an unpaid Internship, a stipend is available.

*Send resume & cover letter to [jeslyn.stiles@vaready.org](mailto:jeslyn.stiles@vaready.org)*