



ALL SOULS COUNSELING CENTER

Job Description: Marketing and Communications Intern

All Souls Counseling Center (ASCC) is a 501c3 nonprofit organization whose mission is to provide quality, affordable mental health counseling for the uninsured and underinsured residents of Western North Carolina. Based in Asheville, NC, we serve residents from all the western counties of NC by providing individual, couples, and family counseling on a sliding scale, with no one turned away for inability to pay.

Position: Marketing and Communications Intern

Description: ASCC seeks a dynamic self-starter to assist with marketing and communications efforts. This internship is an excellent opportunity to gain practical experience with a broad variety of mental health marketing initiatives while working for a small, lean nonprofit.

Key Responsibilities:

- Assist with updating and maintaining ASCC's social media presence, including Facebook, Instagram, and LinkedIn
- Assist in planning, designing, and writing Email Newsletters using Constant Contact
- Assist with the design of flyers, graphics, e-vites and other marketing material for major events hosted by ASCC
- Assist with the design of donor appeal media and documents
- Assist with updating and posting content to ASCC's website when needed
- Assist with designing ASCC's Annual Report
- Collaborate with staff on new ideas, directions, and venues for marketing and communications

Qualifications:

- Firm grasp of available tools and platforms in the social media space and effective social media marketing strategies
- Completed or working toward a college degree, preferably in a related field (e.g., Marketing/Communications, Digital Media, English, or Public Relations)
- Previous internship or related experience in marketing or communications is a plus
- Must be web-savvy and computer literate (working knowledge of Word, PowerPoint, Excel). Proficiency in WordPress highly desired. Knowledge of HTML and graphic design a plus
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with donors, supporters, press, and community contacts
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Enthusiasm for the mission of ASCC



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Start Date: Position open until filled

Time Commitment: Requires a 6 – 8 week commitment. Hours are flexible, but the position requires a minimum of 80 hours of work over the course of the internship. Currently, most of our staff is working remotely, but we do have occasional in-person meetings at our Center when it is safe to do so given the COVID-19 pandemic. This position could be performed entirely remotely if need be. If successful in the position, there may be an opportunity for the position to be extended for more time.

Compensation: Upon successful completion of this internship, the participant will receive a stipend of \$1200.

Other Benefits: While assisting with a wide range of projects, interns will gain hands-on experience and training in many aspects of marketing, communications, and development, while also gaining a good understanding of the workings of a small nonprofit organization. Interns will be able to participate in staff meeting discussions and provide creative input.

To Apply: Please send cover letter and resume to Development Director Brendan Hughes at brendan@allsouls counseling.org with the subject line “Application: Marketing and Communications Internship.”

All Souls Counseling Center is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, sexual orientation, gender identity, age, religion or disability status.