



Internship Program

Each of these areas report directly to the Director of Communications

1. Communications Intern:

Essential Duties:

- Assist with development of creative concepts and marketing strategies for promoting our different ministries and events
- Collaborate on graphic design ideas to use in print, online, and other collateral material
- Develop content for promotional materials including print and electronic newsletters, web site and social media stories, and other materials as needed
- Assist with copyediting for the various promotional materials defined above

Skills: Excellent written communication skills, strong creativity, ability to work both independently and as part of a team, strong attention to detail.

2. Graphic Design Intern:

Essential Duties:

- Assist with enhancing & improving designs
- Collaborate on concept ideas
- Illustrate concept by designing rough layout of art and copy regarding arrangement, size, font size and style, and related aesthetic concepts
- Review concept with team
- Prepare finished copy and art by operating typesetting, printing, and similar equipment

Skills: PC/Mac knowledge, graphic design, creativity, flexibility, attention to detail, acute vision, handles constructive criticism, proficient in Adobe CC.

3. Social Media Intern:

Essential Duties:

- Upload social media posts through Sprout Social
- Help monitor social media outlets
- Collaborate on expanding community outreach efforts

- Help create Facebook ad campaigns
- Compile reports showing results (ROI)
- Investigate marketing strategies
- Monitor trends in Social Media tools, applications, channels, design and strategy
- Monitor effective benchmarks for measuring the impact of Social Media programs
- Analyze campaign effectiveness

Skills: Creativity in Social Media, ability to assist with appropriate content marketing, analytical, knowledge and understanding of Social Media platforms and their respective participants (Facebook, Twitter, Vimeo, Instagram, etc.) and how they can be deployed in different scenarios, excellent writing and language skills, good communicator

4. Photography Intern:

Essential Duties:

- Assist with photographing various events and Sunday morning Worship
- Collaborate on scheduling and organizing photo shoots
- Brainstorm ideas for using photography in church branding
- Provide photographs to enhance LIFE change stories

Skills: Creativity in set up and look of a photograph. Ability to retouch images, if needed. Attention to detail, acute vision, and flexible in work situations. Provides all equipment needed.

If interested, please contact Sherry Crews at screws@hermitagehills.com or 615-883-5034.