



LEGACY
FOUNDATION

Lake County's Community Foundation

370 E. 84th Drive, Suite 100
Merrillville, IN 46410
219.736.1880
www.legacyfdn.org

Legacy Foundation Program Marketing Internship

The Program Marketing Intern will work alongside staff on creating marketing materials, developing digital content and assisting with planning special events for Legacy Foundation's programs. The intern will support Legacy Foundation's communications aimed at strengthening the Foundation's brand and reputation through digital and editorial efforts that increase awareness of the Foundation's community programs. Students will gain experience in marketing, event planning, digital content creation, and nonprofit program management.

Overview of current initiatives & programs:

- **NWI BizHub:** An online resource for current and aspiring local small business owners and entrepreneurs.
- **Rise NWI:** A civic engagement program designed to engage and educate residents on being involved in local elections and strong advocates for improving the future of their communities.
- **Legacy Learning Lab:** Through training and workshop opportunities, Legacy Learning Lab helps local nonprofits and community leaders to become a more adaptive leader and learn, practice, and experiment with new skills.
- **Lake County Advancement Conversations (LCAC):** LCAC brings Lake County leaders and the greater community together to engage in dialogue and education around important issues impacting our communities.
- **Community Heart & Soul:** A national model designed to help build stronger, healthier, and more economically vibrant small cities and towns through a resident-driven community planning process.
- **NWI Thrive:** This regional project focuses on enhancing the quality of life in Northwest Indiana through coordinated investments in nature, culture, and wellness.

Key Responsibilities

- Plan and implement social media and email campaigns for Foundation community programs. Track and analyze content performance.
- Develop graphic and video content to promote activities related to Legacy Foundation programming, assist with other Foundation marketing content, as needed.
- Prioritize Legacy's IDEA (inclusion, diversity, equity, and access) commitment when developing marketing and communication pieces.
- Assist with event planning and execution of Legacy Foundation program events.
- Attend various community events to promote Legacy Foundation programming.
- Additional duties and responsibilities as assigned.

Qualifications and Desired Skills

- Current undergraduate or graduate student at a college or university
- Ability to prioritize and handle multiple projects simultaneously
- Detailed oriented, dependable, and professional
- Strong understanding of social media platforms
- Excellent grammar, creative writing, and communications skills
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds
- Demonstrate an understanding of IDEA concepts and issues
- Proficiency with Microsoft Office Suite and Google programs
- Experience with graphic design and video editing

Physical Demand

- Work is performed primarily indoors.
- Manual dexterity and visual capability to use computer, audio/visual and general office equipment.
- Sitting for extended periods of time at a computer.

Time Commitment and Compensation

- 20-24 hours per week. Must be available to work in office (located in Merrillville) during regular office hours: Monday – Thursday: 9am – 5pm, Friday: 9am – 3pm
- Up to 16 weeks from the date of hire, with opportunity for extension.
- \$15/hour

Contact

- Please submit a cover letter and resume to the email below by: Monday, January 27, 2025
- Maranda Fishback Engquist, Grants & Partnerships Director | mfishback@legacyfdn.org | 219-736-1880

This job description is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of the Program Marketing Intern. Other duties and responsibilities may be assigned.

Our Culture: We will not tolerate racism in our organization or in the neighborhoods where we live and work. As the community foundation for Lake County, we are committed to seeing all residents lifted to their fullest potential. Our experience has shown us that when we work together, there is positive, meaningful, and long-lasting change. At Legacy Foundation, we are committed to taking immediate and long-term action to uplift the voices, the needs, and the rights of every minority group. We call on you to join us in the work of advancing racial equity and justice. Legacy Foundation is an equal employment opportunity employer. All employment is decided on the basis of qualifications, merit and business needs.