



JOB TITLE: Marketing and Communications Intern

DATE: Spring 2025

GENERAL SUMMARY:

The Marketing and Communications Intern role plays a vital part in curating and maintaining the public image of the Winnebago Area Literacy Council.

ESSENTIAL FUNCTIONS:

1. Assist in the curation of content for and management of organization's social media
2. Draft promotional materials such as brochures, graphics, and other marketing materials for the organization
3. Help develop and compose the monthly newsletter to stakeholders
4. Support the gathering of learner and tutor success stories and pictures to post on websites, social media, and/or other written communications
5. Partake in community outreach events and activities
6. Contribute to the maintenance and design of organization website
7. Other duties as assigned

A GOOD FIT FOR THIS ROLE HAS/IS:

- An interest in public relations, organizational branding, or social media
- Eager to learn and contribute
- Inspired and bringing ideas of their own to the table
- Aligned with WALC mission, vision, and values

ADDITIONAL INFORMATION:

- This is an unpaid internship with a minimum of 10 hours a week for at least 2 months
- This is an in-person internship at our offices at 111 N Main St in Oshkosh
- We will comply with whatever reports or forms your academic program requires for school credit if needed
- We will help you to gain experience and leave with a portfolio of completed work
- We are interested in what you have to offer and there is an extent to collaborate in making this role your own

ABOUT THE WINNEBAGO AREA LITERACY COUNCIL (WALC):

WALC is a 501(c)(3) nonprofit with a mission to eliminate barriers and strengthen our community by providing free learner-centered adult literacy services. We envision a future where individuals are no longer marginalized due to low literacy and language barriers. Our key organizational values are equity, presumed competence, service, collaboration, and critical thinking.

It is the individual responsibility of employees to maintain an awareness and understanding of and to fully comply with Winnebago Area Literacy Council's Employee Handbook, as well as internal policies and procedures for their position.

To apply, email a resume and cover letter to thompson@winlit.org