

# Marketing Intern

## Department of Technology & Energy Services

333 Sheridan Ave, Albany, NY

### **ABOUT ALBANY COMMUNITY ACTION PARTNERSHIP:**

Do you want to make a difference in your community? Albany Community Action Partnership (ACAP) does just that! ACAP is a source of direct support for families who live in poverty in Albany, New York. The majority of program participants are from economically vulnerable families with incomes below 75% of the federal poverty threshold. For 50 years ACAP has been providing a network of programs which serve the needs of children and families living in poverty.

Our prominent programs include: Early Head Start, Head Start, Energy Assistance and Weatherization, Assets for Independence, Career Pathways, Healthcare Opportunities Grant, and we support parents through Employment and Dress for Success. Through its programs, ACAP has created positive change in the lives of children and families in Albany, Cohoes and Wilton. ACAP embodies the spirit of hope, improving communities and making the Capital Region a better place.

### **RESPONSIBILITIES:**

Marketing is a field in which we are growing and we are looking for an intern who is eager to learn the ins and outs of the technical pieces surrounding the function of Marketing within an organization and who already has a competency in various marketing systems (i.e. flyer creation, Publisher experience, social media savvy).

- Create a social media posting plan to perpetuate social media presence
- Work with the Technology & Program Evaluation Coordinator to communicate on website development
- Update promotional materials which represent ACAP using established marketing guidelines – this includes:
  - Pamphlets
  - Tri-fold brochures
  - Flyers
  - Infographics

### **CLASSIFICATION / HOURS:**

Flexible! We understand that you are students too. Although this is an unpaid internship, we are willing to work with professors so that you can receive course credit for the work that you do with us. An ideal candidate will be willing to work 10 – 20 hours per week.

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### **APPLICATION PROCESS:**

Please send a cover letter and a current resume to:  
Albany Community Action Partnership, Human Resources  
333 Sheridan Avenue, Albany, NY 12206  
FAX: (518) 463-8185  
E-MAIL: HR@albanycap.org  
Selected Candidates will be contacted for interview.  
*No Phone Calls Please*

### **FOLLOW US ON SOCIAL MEDIA:**



**We are proud to be an EEO/AA employer M/F/D/V.  
We maintain a drug-free workplace and perform pre-employment  
substance abuse testing**