



Marketing Outreach Assistant Intern

Organization Description

Assemble is an open physical space in the Garfield neighborhood in Pittsburgh. We unite artists, technologists, and makers with our neighbors of all demographics. Assemble provides a platform for experiential learning, opening creative processes and building confidence through making. Assemble is a young 501(c)3 organization, founded in 2011, and is mostly volunteer-run. We are located at 4824 Penn Avenue, in the heart of the Penn Avenue Arts District. We provide hands-on making activities with a focus on STEAM Science, Technology, Engineering, Arts, and Math education. For more information, please visit: www.assemblepgh.org.

Assemble is seeking a Marketing Intern to support the Assemble team throughout the Fall 2019 semester. This person will report directly to the Marketing + Development Manager and will have a hands on role in the day-to-day marketing operations supporting the non-profit organization. This person will assist in the development and updating of organizational brand materials and communications, having an impact on the organization that will long outlive their time of service.

Internship Duties may include, but are not limited to:

Marketing/Design

- Collaborate with the Marketing + Development Manager, Programs team and Executive Director to develop design concepts
- Assist in social media content creation, design projects including seasonal mailings, mock ups, email campaigns, website updates, event materials, etc.
- Assist in the distribution or delivery of marketing materials as needed
- Compile and update contact lists through Mailchimp
- Assist with the creation of copy for events as needed with the Programs team
- Adapt iterative templates to support key messaging
- Research various topics such as STEAM, Maker Community in and out of Pittsburgh, and trends in education, pedagogy.
- Share events through various media outlets and listings
- Maintain copy doc to suggest creative messaging for future use
- Provide planning and execution support of campaigns or initiatives
- Offer logistical support on physical creative activations/events, like press mailers, specialized merch, event accessibility and UX design

Administrative/Development

- Assist with donations and sponsorships for upcoming events
- Assist in the collection of marketing metrics and reporting
- Contribute to meetings
- Assist in the analysis of marketing and development data

Schedule + Workplace

- This position is 10-15 hours per week
- Must be able to self-direct and work collaboratively as part of a team
- Must be able to thrive in a dynamic, growing start-up organization and possess creative problem-solving skills
- Interest in nonprofit management and communication
- Knowledge of Maker Education and STEAM Education
- Excellent written, oral, and interpersonal communication skills
- Willingness to pitch in on both complex and menial tasks as needed
- Respect the need for confidentiality of information

Qualifications and Experience

- Must be able to pass PA State Clearances to work with children (Act 33/34/FBI)
- 0-3 years marketing experience focused on developing communications, campaigns, and promotions.
- Basic knowledge of print and digital design processes, design principles layouts
- Experience with design software: InDesign, Adobe Photoshop, and Illustrator
- Experience with Google Drive, Mailchimp, Wordpress
- Formal education is not required for this position
- Ability to take direction and follow through
- Strong organizational skills with the ability to work on multiple projects at the same time, drive, with strong creative and analytical skills
- Excellent verbal and written communication skills
- People with experience and interest in the following are encouraged to apply:
 - Graphic Design
 - Public Relations
 - Communications+Marketing
 - Writing/Journalism
 - Science, Technology, Engineering, Art, Math
 - Non-profit Administration
 - LGBTQIA+ history and community
 - Local Pittsburgh artists, makers, and technologists

Bonus Points

- You've worked with WordPress, Mailchimp, Google Drive
- You have some basic HTML/CSS skills
- You've interned/worked for an agency before
- You've freelanced

Who are you?

- You have strong eye for detail
- You are extremely passionate about design
- You are a creative problem solver
- You genuinely enjoy pushing yourself
- You can set and maintain a schedule effectively
- You are eager to learn new things and face new challenges
- You are detail oriented, but process agnostic, you care about the end product over all other things

Application Instructions/Requirements:

Apply by emailing your resume and cover letter to our Marketing + Development Manager, Andrea Petrillo, andreap@assemblepgh.org. Applications are accepted on a rolling basis until the position is filled.

Non-Discrimination Policy:

Assemble provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. Assemble expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Assemble's employees to perform their expected job duties is absolutely not tolerated.