

Are you an undergraduate or graduate marketing student in Madison that's looking to make an impact? If so, The River Food Pantry offers the opportunity to have a meaningful internship by helping us increase our ability to accomplish our mission and vision!

Our Mission

Since 2006, The River Food Pantry has been providing food, resources and faith to build a stronger community. Through our combined services of groceries, clothing, community meals, and our mobile lunch program we serve over 1,000 households every week.

More than just food, The River provides a warm and welcoming family atmosphere where everyone is treated with respect, encouraged to find the support they need, and given the opportunity to share what they can with others.

Graphic Design & Marketing Internship Summary

The River Food Pantry seeks a dynamic, self-starter to assist with graphic design marketing and communications efforts. This internship will give participants a firsthand view of all areas marketing and communications while working for a close-knit nonprofit.

Primary Goals Responsibilities

- Working to create exciting and engaging messaging with digital advertisements, flyers, newsletters, brochures, branding, and more.
- Creative spirit with an ability to independently create and design graphics that align with our mission and vision.
- Assist with communications and logistics to promote and create awareness regarding River programs, fundraising events, donation campaigns and food drives
- Helping maintain The River Food Pantry's social media channels, including daily monitoring, posting, scheduling and reporting in various outlets. We strive to keep our media presence engaging, inclusive, and supportive for other nonprofits doing great things!
- Assist with communications and logistics to promote and create awareness regarding River programs, fundraising events, donation campaigns and food drives
- Consistent and clear communication with our staff especially with the Development Assistant
- Assist with mission-based events (planning, implementing, attending) as-needed Time Commitment

Requirements Successful Marketing interns possess the following:

- Currently working toward or having recently completed a degree in a related field. (Graphic Design, Marketing, communications, digital marketing, etc)



- Strong knowledge of Design software such as InDesign and Photoshop, as well as the Adobe Suite
- A basic albeit thorough understanding of marketing, public relations, and growing a digital following
- Comprehensive knowledge of different media outlets, how to track them, and how to best leverage them from a business standpoint
- Solid knowledge with Content Management Systems (CMS) such as WordPress for Website editing, posting, and SEO
- The ability to work under a deadline and to multi-task effectively
- Strong leadership skills, and the ability to work both with a team and independently with little instruction

Our Graphic Design & Marketing Internship is ideal for students who need to balance classes with 10-15 hours of internship experience per week for three months with a \$500 stipend awarded upon completion. Students who wish to receive internship credit through their college or university should coordinate this directly with their school's career center and/or academic counselor. The River is receptive to this option if the student arranges it.

Application procedure and deadline

Please submit a resume and cover letter stating your interest in working with The River Food Pantry as well samples of previous designs to john@riverfoodpantry.org.

Please direct questions to John McCracken, Development Assistant.
john@riverfoodpantry.org or 608.558.9696

The River Food Pantry is located at 2201 Darwin Road, Madison, WI 53704 near the Dane County Regional Airport and Madison College

