



## **Communication and Marketing Summer Fellow**

**Location:** Lake County Veterans and Family Services Foundation  
100 S. Atkinson Rd, Grayslake, IL 60030

The Lake County Veterans and Family Services Foundation (LCVFSF), is a 501(c)(3) non-profit organization supporting the veteran population of Lake County, Illinois. LCVFSF's mission is to connect veterans with each other and with the benefits and resources they have earned and deserve, regardless of their discharge status, 100% free of charge and confidentially. LCVFSF operates the DryHootch Drop-In Center for current and past service members and their families to use as a hub of support, information, connection, and camaraderie

**Functional and Relational Responsibilities:** Reports to the President, and Director of Communication and Marketing.

### **Job Functions and Responsibilities:**

#### **General Responsibilities**

- Assist with drafts and distribution of news releases, media advisories, and other stories
- Develop outreach flyers, direct mail, invites, and other collateral and outreach tools
- Work with staff to find, interview, and photograph clients in order to develop testimonials and case studies
- Assist with annual advertising and editorial planning and execution
- Assist with developing and promoting annual calendar
- Develop bi-weekly marketing reports

#### **Events**

- Assist with developing, promoting, and tracking annual event plan
- Assist with logistical tasks related to exhibitions, events, and annual Ruck March

#### **Digital Marketing**

- Assist in planning and developing marketing/content calendar
- Write content for variety of digital marketing channels
- Prepare email blast, solicitation, and eNewsletter templates

## **Social Media**

- Assist with social media calendar, brainstorm ideas for new and innovative campaigns
- Research and recommend social media channels to use/discontinue
- Draft, edit, and post content to social media channels
- Coordinate and track social media marketing and advertising campaigns using optimization and analytics tools

## **Remote Responsibilities**

- Create direct response campaigns to attract prospects from sites like Facebook, LinkedIn, and Twitter, and convert them into clients, supporters, and followers
- Utilize social media to build and engage with a community of fans/followers online
- Research and prepare background for individuals, corporations and potential sponsorship/grant applications
- Assist with in-kind requests for Ruck March, both verbal and through correspondences
- Develop fundraising materials for Ruck March (e.g. event flyers, social media posts, etc.)

## **Required Qualifications:**

- Undergraduate and graduate students in Marketing, Advertising, Communications, Public Relations, Journalism, or related field
- Excellent written and verbal communications skills
- Knowledge and experience with social media platforms
- Strong attention to detail and organizational skills
- Ability to prioritize, multi-task, and meet deadlines
- Must have a reliable mode of transportation and valid driver's license

**Required Experience:** Candidates must be a Veteran of the Armed Forces of the United States (Army, Navy, Air Force, Marine Corps, and Coast Guard) who served on active duty, or in the National Guard or Reserve component. Military spouses and dependents will be considered depending on experience. Veterans have a preference. Education and skills are essential to this position; however, military shared experiences and understanding is critical to engaging the target population.

**Compensation:** Stipend provided

**Schedule:** Flexible with a minimum of 25 hours at Drop-In Center and 10 hours remote per week, including some weekends