



CAMP ALDERSGATE, INC. JOB DESCRIPTION SPRING MARKETING INTERN

JOB SUMMARY: Camp Aldersgate is seeking a Marketing Intern that will assist in creating and implementing a marketing plan to promote campus facility rentals to internal and external audiences. This role offers hands-on experience in marketing strategy, content creation, market research, and campaign execution, while supporting increased awareness and utilization of campus spaces for events, meetings, and programs. This position requires an energetic, dedicated and detail-oriented individual who can manage multiple tasks.

SCHEDULE AND DURATION: This is a part-time internship expected to last 3-4 months, starting in February, with flexibility provided to accommodate academic commitments. Specific work schedules will be discussed and finalized during the hiring process. If both the intern and Camp Aldersgate agree, an extension of the internship may be granted for the summer.

RESPONSIBLE TO: FACILITY RENTAL COORDINATOR

JOB DUTIES AND RESPONSIBILITIES:

- Assist in developing a comprehensive marketing plan for campus facility rentals
- Conduct market research to identify target audiences, competitors, and best practices
- Help create marketing materials such as flyers, digital ads, email content, and social media posts
- Support updates to website content related to facility rentals (copy, photos, basic layout suggestions)
- Assist with social media promotion and content scheduling
- Track and report on marketing efforts, engagement, and inquiries
- Collaborate with campus staff to gather information about spaces, amenities, pricing, and policies
- Provide creative ideas to increase visibility and bookings for campus facilities

MINIMUM QUALIFICATIONS:

- Current undergraduate or graduate student majoring in Marketing, Communications, Business, Public Relations, or a related field
- Strong written and verbal communication skills
- Interest in marketing strategy, event promotion, or hospitality
- Familiarity with social media platforms and basic marketing tools
- Experience with Canva and content creation
- Organized, self-motivated, and able to manage multiple tasks
- Creative thinker with attention to detail

TO APPLY: Please send your resume and cover letter to mhyatt@campaldersgate.net