POSITION TITLE: Marketing Intern, Strategic Investments
REPORTS TO: Senior Director, Marketing
JOB CLASSIFICATION: Part-Time Paid Internship
LOCATION: Remote
ANTICIPATED DATES: July 2022 – December 2022 (up to 20 hours/week)

THE ORGANIZATION

What We Do

LISC forges resilient and inclusive communities of opportunity across America – great places to live, work, visit, do business and raise families.

Strategies We Pursue

- Equip talent in underinvested communities with the skills and credentials to compete successfully for quality income and wealth opportunities
- Invest in businesses, housing and other community infrastructure to catalyze economic, health, safety and educational mobility for individuals and communities
- Strengthen existing alliances while building new collaborations to increase our impact on the progress of people and places
- Develop leadership and the capacity of partners to advance our work together
- Drive local, regional, and national policy and system changes that foster broadly shared prosperity and well-being

Over the last 40 years, LISC and its affiliates have invested approximately $24 billion in businesses, affordable housing, health, educational mobility, community and recreational facilities, public safety, employment and other projects that help to revitalize and stabilize underinvested communities. Headquartered in New York City, LISC’s reach spans the country from East coast to West coast in 38 markets with offices extending from Buffalo to San Francisco and in 2,400 rural counties across 49 states and Puerto Rico. Visit us at www.lisc.org.

About Strategic Investments

The LISC Strategic Investments team leads the design, development, and deployment of impact investment funds in LISC’s local markets nationwide. Strategic Investments employs an “impact first” investment methodology that optimizes the impact on the communities we care about while achieving sustainable risk-adjusted returns for investors.

The unique power of LISCs local office presence combined with the strength of our national investment expertise is a powerful combination for creating real impact in the communities we serve. This network requires careful coordination between Strategic Investments, the LISC Local Offices, and other stakeholders within LISC. While many groups within the LISC organization support fund management activities, the Strategic Investments team is ultimately responsible for ensuring a successful track record for LISC’s off balance sheet fund investments. Visit us at www.liscstrategicinvestments.org.
ABOUT THIS ROLE
The Marketing Intern will provide critical support to the Marketing department within the Strategic Investments Team. The Marketing Intern will learn about impact investing, while honing marketing and communication skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following are an indication of the position’s core responsibilities; these are intended to illustrate the scope of responsibilities and are not exclusive of other duties that may be required. A willingness to learn is critical and the intern should feel comfortable learning new forms of technology.

- Create content for social media accounts
- Maintain and update website content, collateral materials, PowerPoint decks
- Organize and track marketing materials, to include PR contact tracking and contact list creation, stakeholder permission tracking and asset collection, and marketing asset organization.
- Assist in developing impact stories (written or video) of borrowers and projects
- Assist Senior Director in developing and refining messaging and strategy for the team
- Maintain marketing contact information in Salesforce
- Track and prepare for conferences.
- Perform all other duties as assigned.

MINIMUM QUALIFICATIONS

- Active enrollment in a Bachelor’s or Master’s degree program with a concentration or major in communications, marketing, graphic design, web design, business, or similar degree. An interest in impact investing or community development is preferred.
- Have excellent oral and written communication skills.
- Have excellent organizational skills.
- Be proficiency in Microsoft Office (Word, PPT, Excel), Wix, internet research, social media platforms. Adobe Creative Suite (InDesign, Photoshop) experience preferred.
- Ability to learn and navigate new software.

TO APPLY

To apply, please send a cover letter and resume via email to: strategicinvestments@lisc.org. Please be certain to include the title of the position for which you are applying and your name in both the subject of your email.

Interns will not be promised continued employment at the end of the internship.

LISC IS AN EQUAL OPPORTUNITY EMPLOYER
COMMITTED TO DIVERSITY, EQUITY, INCLUSION AND JUSTICE