



---

[www.issuelab.org](http://www.issuelab.org) bringing nonprofit research into focus

## Online Marketing and Communications Intern

IssueLab, a Chicago-based nonprofit that archives and disseminates research on social issues, is seeking Online Marketing and Communications interns for the Summer of 2009. Interns will be primarily responsible for growing IssueLab's audience and brand visibility through the following activities:

- Building IssueLab's brand visibility with target audiences in the social policy and nonprofit space;
- Promoting IssueLab's content and services through social networking sites such as Facebook, Gather, LinkedIn, StumbleUpon, etc;
- Tracking social issue blogs for opportunities to further IssueLab's mission and promote IssueLab's research collection;
- Working closely with the Marketing Associate and Co-Director to develop strategies for YouTube and other online media;
- Identifying syndication opportunities for IssueLab content;
- Brainstorming new marketing and outreach strategies for student audiences;
- Identifying potential advertising partners;
- Generating leads for IssueLab's sales staff to pursue.

IssueLab offers a valuable learning experience and a collaborative work environment in exchange for initiative, teamwork, creativity, focus, and the ability to work on deadline. This internship is appropriate for undergraduates, graduate students, and individuals looking to start a career working in online marketing and brand development.

### Qualifications

Applicants must have previous online marketing or communications experience and be comfortable taking initiative on outreach efforts. Interns will receive hands-on training while working directly with staff but prior social marketing experience is a big plus. All interns must have an interest in current political issues or grassroots marketing.

Interns may work full- or part-time, but we ask that you make a minimum commitment of 15 hours/week for a period of 10 weeks.

Please send a cover letter and resume to [gabi@issuelab.org](mailto:gabi@issuelab.org). No phone calls please.