



Apachi Day Camp: Marketing Internship – Summer 2024

Location: Apachi Day Camp

Date: June 3rd – August 9th *(dates vary based on location)*

Time: Monday – Friday / 8:30am-3:30pm

Summary:

JCC Chicago is on the lookout for a talented Day Camp Marketing Intern who will make our campers feel like one in a million! If you are looking for a way to create exciting experiences and heartwarming memories that last a lifetime, JCC is the place for you!

Our Marketing Intern will receive guidance and feedback from JCC Chicago's professional marketing team to capture the magic of Apachi Day Camp and create marketing content, including social media and photography, for year-round marketing and the Apachi Day Camp app to share with families and friends.

Learning Goals:

- Enhance communication skills through communicating with adults and children by modeling good relationships with colleagues, providing feedback, and providing a safe and comfortable atmosphere for all.
- Strengthen organizational skills by conducting time management skills, promoting, and utilizing the use of organizational structures, and staying organized in day-to-day function.
- Learn the function and process of a non-profit marketing team, and how to use specific software programs such as Libris, Canva, and more.
- Create exciting and impactful social media content for the camp and extend engagement with the community through the Apachi Day Camp app, which can be incorporated into a personal portfolio at the end of summer.

Key Areas of Responsibility:

- Capture photos and videos of camp activities to use for year-round marketing and social media content.
- Plan and lead age-appropriate activities and projects for campers and counselors throughout the summer.
- Create and post social media content for the Apachi Day Camp app.
- Assist the leadership team with any and all activities during the camp day.
- Create and upload weekly social media content (photos and videos) into the Apachi app.
- Learn how to use software programs such as Libris and Canva.
- Assisting professional photographers and other JCC Chicago marketing staff when on-site at camp.
- Ensuring all campers photographed are allowed to be used in public facing marketing efforts.
- Engage as an active member of the camp community.
- Other duties as assigned.

Questions?

Contact the Internship Coordinator, **Brad Spradlin** (bspradlin@jccchicago.org) or 224.406.9225

Requirements & Essential Duties:

Must be a current undergraduate student studying marketing, communication, journalism, photography, or any other related field.

- Lift/move children up to 45 lbs.
- Demonstrate physical stamina and agility required to be mobile for long periods throughout the day.
- Move from sitting (chair and floor) to standing position easily and quickly.
- Stand for long periods of time and be able to actively engage physically with children.
- Clearly and effectively communicate in a manner that children understand.
- Supervise children, keeping them in sight and sound at all times.
- Know the difference between appropriate and inappropriate behaviors. Prevent, circumvent, and deal with problem behaviors appropriately and effectively.
- Maintain a sense of calm and perspective with physical and mental alertness during stressful times.
- Consistently demonstrate and reinforce the values of caring, respect, honesty, and responsibility.
- Ability to run up to 100 yards (in the case of an emergency).
- Willingness to perform other camp-related duties and responsibilities.

Compensation: *Stipends vary based on location*

In partnership with JUF's Lewis Summer Intern Program, interns will participate in five professional development sessions focusing on topics like personal branding, resume building, interview skills, and networking. Interns will learn how to frame their camp skills in a professional manner.



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