



Apachi Day Camp: Marketing Internship – Summer 2025

Location: Apachi Day Camp

Date: June 4th, 2025 – August 8th, 2025 *(dates vary based on location)*

Time: Monday – Friday / 8:00am-4:00pm *(times vary based on location)*

Summary:

With oversight from JCC Chicago’s Marketing team, our marketing intern will bring the vibrant spirit of Apachi Day Camp to life. You’ll craft engaging social media content and capture memorable moments, ensuring our camp community stays connected year-round. The marketing intern will balance daily tasks on-site at camp with larger assignments that contribute to JCC Chicago’s broader strategic goals. This role offers hands-on experience in content creation and digital marketing, perfect for a creative and passionate storyteller eager to showcase the Apachi experience to families.

Learning Goals:

- Develop social media expertise by creating dynamic and engaging social media content.
- Learn the function and processes of a non-profit marketing team.
- Develop and apply foundational skills in graphic design, video editing, and photography, utilizing digital platforms to produce high-quality, impactful marketing content.
- Refine copywriting skills by crafting compelling and on-brand social media copy that resonates with Apachi Day Camp families.
- Gain hands-on experience supporting professional photographers, videographers, and marketing staff on-site to ensure high-quality content production.
- Develop communication skills and collaboration by effectively working with the camp leadership team and JCC Chicago’s Marketing team.
- Refine organizational skills by practicing effective time management and staying organized in daily tasks.

Key Areas of Responsibility:

- Create dynamic social media content that reflects the vibrant Apachi Day Camp brand voice, crafting engaging posts to keep families excited and informed about summer happenings.
- Partner with the Camp Director to manage and upload content to the Apachi Day Camp app to foster a strong connection between families and camp throughout the summer. Ensure it provides engaging photos, timely updates, and essential details about campers' experiences.
- Capture, create and upload captivating photos and videos of camp to use for year-round marketing and social media utilizing Canva, video editing software, JCC Chicago’s photo library, Libris, and more.
- Champion Apachi Day Camp brand voice and craft compelling social media copy.
- Assist professional photographers, videographers and other JCC Chicago marketing staff when on-site at camp.
- Collaborate with JCC Chicago’s Marketing team to produce content that aligns with brand guidelines, achieves objectives, and maintains the highest quality standards.

Questions?

Contact Brad Spradlin, Internship Program Coordinator (internships@jccchicago.org)

- Participate in regular marketing meetings with the JCC Chicago marketing team to gain insights into nonprofit marketing strategies, receive feedback on your work, and deepen your understanding of how a marketing team operates in a nonprofit environment.
- Engage as an active member of the camp community.
- Other duties as assigned.

Requirements & Essential Duties:

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

- **The following physical skills are helpful but are not required to successfully perform the core duties of this role.**
 - 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.
- 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 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.



Jewish United Fund
TOGETHER for GOOD

JCC Chicago provides equal employment opportunities to all qualified persons regardless of race, color, religion, sex, national origin, ancestry, age, sexual preference, gender identity or expression, marital status, apparent or non-apparent disability, veteran's status, or unfavorable discharge from military service in accordance with state and federal laws.