



## Marketing Intern

### **Footbridge for Families, Inc.**

Footbridge for Families, Inc. (Footbridge) is a secure platform that enables rapid response funding to support families facing short-term financial crises.

Our 501c3 serve as an intermediary for organizations such as child welfare agencies, foundations and health care plans that want to address the financial crises of families in order to divert them from more expensive outcomes.

Additionally, a unique crowdfunding approach enables individuals to donate and support neighbors at the time when they need it the most in a way that prioritizes privacy, protects against bias and ensures that funds are available as soon as families need them.

Footbridge was founded in order 1) to protect children by addressing the stress that caregivers face in financial crises; 2) to give families an opportunity to ask for the help they need and avoid more costly interventions; and 3) to give donors a clear, trustworthy means of helping their community members' real needs in real time.

And now, in light of COVID-19, the need for Footbridge is more important than ever.

To learn more, visit our website: <https://afootbridge.org>

### **Role / Responsibilities**

The Marketing Intern will work with the Founder & CEO and Director of Operations to implement a short- and long- term marketing strategy and tactics for this startup nonprofit. The Intern will be highly entrepreneurial and will:

- Offer expertise and leadership as we launch and raise awareness of the organization as a powerful, unique resource for local families in need
- Guide the implementation of a short- and long- term marketing strategy
- Lead the creation of marketing-related content (e.g., website and social media content, including videos)
- Inform the development of a media relations / press strategy
- Be comfortable in a fast-paced, startup environment and work collaboratively with staff, other interns and volunteers

### **Desired Qualifications**

- Academic coursework, focus on marketing
- Experience setting marketing strategy
- Experience managing day-to-day strategy implementation
- Experience with a variety of social media platforms and digital tools
- Knowledge of the nonprofit sector and unique needs of a startup organization
- Strong communication and collaboration skills

### **Compensation**

This is an unpaid internship; however, the startup environment offers unique learning opportunities and places high value on the contributions of interns. There's also the opportunity for personal fulfillment, knowing that you were a key player in the launch of a mission-driven nonprofit that will impact Pittsburgh area's most vulnerable families.

### **How to Apply**

Please submit the following to [careers@afotbridge.org](mailto:careers@afotbridge.org):

- Resume
- Cover letter highlighting relevant experience and what you'd like to gain from the internship