



## **Communications and Marketing Intern Summer Internship Position Description**

February 2018

### **Background:**

*This is a unique opportunity to help our growing company refine and present our brand to current and prospective clients, employees and insurance providers.*

The SPARKS Group is seeking a college level intern to serve as an integral member of our Marketing Team this summer as we work to illuminate and communicate the most distinguishing aspects of our brand. SPARKS is a young and dynamic Maryland-based company poised for rapid growth. Our mission is to help children with Autism Spectrum Disorders reach their highest potential and to improve the lives of their families by providing innovative and individualized skill development services. We are passionate people who are exuberant about doing meaningful work, who thrive in a culture that celebrates differences, and who believe in the idea that work can be fun.

In the last decade or so, much has been learned about Autism (Autism Speaks was launched in 2005) in terms of its growing prevalence and the role that early intervention and behavior therapy play in transforming the lives of children with Autism. The SPARKS Group is one of many organizations launched within the last 10 years that provide such services. Within this abundance of providers, The SPARKS Group's approach and philosophy are refreshingly distinctive. These facts need to be shared with the world so that more children can benefit from the SPARKS difference...which is rooted in the potential of every child.

### **Intern Responsibilities Include:**

- Branding Discovery: Collecting and summarizing information to support the branding process.
- Social Media Strategy Development:
  - Assessing SPARKS competitors in their use of social media
  - Developing a 2018-2019 social media plan
  - Crafting SPARKS social media messages

### **Ideal Candidate:**

- Is an undergraduate sophomore or junior
- Is working towards a degree in Marketing, Communications, Advertising or Public Relations
- Is creative, motivated and collaborates well
- Enjoys writing, has had some exposure to graphic design and is savvy with social media

### **Essential and Required Technical Skills:**

- Advanced skills in Microsoft Word, Excel and PowerPoint
- Exposure to Adobe Creative Suite
- Experience with social media platforms

**Necessary Work Habits:**

- Good time management skills. Must be organized and must be a planner.
- Strong attention to detail and good listening skills. Ability to follow-through on tasks and meet deadlines without reminders. Comfortable taking initiative.
- Ability to communicate well (timely and with clarity) with colleagues in the organization.

**Work Samples Required:**

- An example or illustration of a marketing or communications idea/project conceived and/or developed by the candidate.
- A creative writing sample.

This internship is an unpaid position based in Laurel, Maryland. We are accepting applications from candidates nationwide who have access to housing in the Washington Metropolitan area. The internship timing will run from mid-June 2018 through Mid-August 2018.