



FOR YOUTH DEVELOPMENT®  
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## MARKETING AND COMMUNICATIONS INTERN

### Responsible to the Graphic Design and Communications Coordinator.

Spend your summer as a member of the YMCA Blue Ridge Assembly communications team! This position offers an opportunity to get real-world experience performing a variety of tasks related to the fields of design and communication. Primary tasks will include photo and video coverage of summer conferences and events, creation of social media/email content and production of the Ridge Runner, a weekly print newsletter for staff.

As a YMCA conference center, Blue Ridge hosts a variety of groups that participate in a wide range of activities – school groups, teen leadership conferences, church retreats, sports camps, professional seminars and more. This role allows for a multifaceted, portfolio-building experience in photography and written storytelling.

Located in the heart of the beautiful Blue Ridge Mountains of Western North Carolina in Black Mountain on a picturesque 1,200-acre campus, YMCA Blue Ridge Assembly is a non-profit leadership training center. Having hosted our first conference over 100 years ago, we continue to serve a diverse array of groups – churches, schools, colleges, family reunions and youth groups, among others. As a hospitality-focused YMCA, we are committed to delivering exceptional experiences for our 30,000 annual guests while developing a team of value-driven leaders.

## QUALIFICATIONS, SKILLS AND PERSONAL APTITUDES

- Currently enrolled in a degree program in Marketing, Communications, Graphic Design or related field.
- Excellent written and verbal communication skills.
- Creative thinker with an eye for detail.
- Highly organized and adaptable.
- Familiarity with social media platforms and content management systems.
- Ability and willingness to connect with, interviews, photograph and film on-site groups to capture stories and images.
- Ability to work a shift schedule including evenings and weekends.
- Additional preferred qualifications:
  - Experience in photography.
  - Knowledge of design programs (Canva, Adobe CC)

## **RESPONSIBILITIES**

- Assist with documenting conferences and events through photography/videography, conducting interviews and producing written content highlighting impactful stories.
- Collaborate with the communications team to create content for social media and email communications.
- Produce the Ridge Runner, a weekly internal newsletter for staff members.

## **COMPENSATION**

This position includes the following compensation and amenities:

- Hourly pay at \$11.00 - \$12.00 per hour.
- Free on-campus room and board in double-occupancy dormitory-style staff housing, including utilities, Wi-Fi and a fully equipped kitchen and dining room.
- Free breakfast, lunch and dinner in our dining facilities whenever conference groups are being served.
- Opportunities to engage in exciting summer staff activities/trips.
- Potential for college credit, subject to university guidelines and requirements.

## **APPLICATION PROCESS**

Interested candidates should submit a resume along with a portfolio (if available) via email to the Graphic Design and Communications Coordinator, Peter Abney-Crowe: [pabney@yblueridge.org](mailto:pabney@yblueridge.org). Portfolio may include photographs, writing samples, social media posts, artwork or graphic design work, videography or any other items relevant to the skills and requirements of the position.

The term for this position will begin in May 2024 (arrival date flexible) and end on August 9, 2024.