Marketing & Communications Planning Micro-Internship

Project: Annual Marketing Strategy, Communications Calendar & Planning Timeline

Organization: Rosalie Murrey Memorial Foundation
Time commitment: 48 hours over 6–8 weeks
Suggested fields: Marketing, Communications, Public Relations, Business, or related fields
Work arrangement: Remote or hybrid

PROJECT OVERVIEW

The Rosalie Murrey Memorial Foundation communicates with donors, partners, families, and supporters through social media, newsletters, fundraising appeals, website content, and community events. We seek a student to evaluate what we already do, research worthwhile new opportunities, and develop a coordinated, realistic annual marketing and communications plan.

The primary output is a usable planning system: what to communicate, when to prepare it, and when to launch. This is not an assignment to draft a year's worth of posts or fill a calendar with awareness days.

WHAT YOU'LL DO
• Review past newsletters, social media, campaigns, event promotions, website updates, and other materials.
• Identify recurring campaigns, programs, events, milestones, and established communications.
• Research new opportunities in media outreach, partnerships, audience growth, donor engagement, and mission-centered storytelling.
• Assess proposed ideas for strategic value, audience fit, likely benefit, effort, and feasibility for a small nonprofit.
• Build a 12-month calendar that clearly separates established activities from proposed opportunities; proposed activities are recommendations, not commitments.
• Develop a backward-planned production timeline for each major activity, including preparation start, asset gathering, copywriting, design, review, approval, scheduling, launch, and follow-up.
• Recommend coordination across email, social media, website, fundraising, and community communications.

EXPECTED DELIVERABLES

1. Editable annual marketing and communications calendar with clearly labeled EXISTING and PROPOSED items, audiences, channels, and launch dates.
2. Detailed planning and production timeline with recommended lead times, dependencies, and milestones.
3. Research summary and prioritized recommendations explaining rationale and organizational capacity implications.
4. Reusable campaign-planning template covering objectives, audience, messages, channels, materials, owners, and deadlines.

WHAT WE'RE LOOKING FOR

An organized, strategic student with strong writing, research, and digital communications skills who can identify meaningful opportunities and turn information into practical, sustainable planning tools.

PROJECT SUPPORT AND STRUCTURE

The Foundation will provide historical communications, existing brand resources, and initial context. The student will develop a work plan, independently research and synthesize materials, participate in brief weekly mentorship check-ins and a midpoint review, and hand over editable planning tools.