



**HERITAGE
FOUNDATION**
WILLIAMSON COUNTY, TN

DOWNTOWN
FRANKLIN
ASSOCIATION

The
FRANKLIN
THEATRE

FRANKLIN
Grove
ESTATE & GARDENS

History and
Culture Center
WILLIAMSON COUNTY, TN

Job Title: Marketing Intern
Reports to: Event Marketing & Communications Manager
FLSA Status: Exempt
Direct Reports: None
Date Revised: December 2022

MARKETING INTERN

POSITION SUMMARY:

Do you want exposure to the nonprofit world, while being a part of a dynamic local organization that is leaving a lasting impact in Williamson County, TN? The Heritage Foundation of Williamson County is a 55-year-old historic preservation organization that saves the places and stories that matter in our community. We own and operate four divisions that span entertainment/arts, history, nature, and merchant advocacy (i.e., The Franklin Theatre, Downtown Franklin Association, Franklin Grove Estate & Gardens, History & Culture Center). Learn from and apply your skills to an organization that exercises best practices in historic preservation and beyond.

The Marketing Intern is responsible for offering support to the marketing department as it offers shared services marketing strategies and tactical execution for the Foundation and operating divisions in order to spread the organization's message to internal and external stakeholders. This role will get first-hand experience with entertainment and festival marketing via The Franklin Theatre and Main Street Festival.

ESSENTIAL RESPONSIBILITIES: To perform this job, an individual must perform each essential function satisfactorily with or without a reasonable accommodation.

- **SOCIAL MEDIA:** Support the execution of the organization's social media strategy. This may include authoring, scheduling and monitoring posts across Facebook, Instagram, Twitter, and LinkedIn
- **DESIGN:** Provide graphic design support primarily for online assets, but may also include signage, etc. Knowledge or experience with Canva or Adobe Creative Cloud valued, but not required. Must have an eye for clean, professional design, but does not need to be a highly-skilled graphic design specialist.
- **WEBSITE:** Updating website content. Maintaining updated events, blog, carousels, etc. to make sure the websites are up to date. (WordPress experience valued, but not required. Coding/HTML skills not required.)
- **EMAIL:** Formatting and preparing eblasts for distribution.
- **CONTENT GATHERING:** Take photos or videos of relevant topics.

ROLE SPECIFICS:

- **PAY:** \$7.25 per hour, and may be eligible for college credit as available.
- **HOURS:** Approximately 10 hours per week, built around school schedule. Not to exceed a four month internship.
- **ENVIRONMENT:** Hybrid work environment, a mix of in-office (Franklin, TN) and remote work as school schedule allows.

EXPERIENCE: Preferred for students currently enrolled in Post-Secondary Education (pursuing two or four year degree) with a concentration in business, marketing, journalism or graphic design.

TO APPLY: Email a cover letter and resume to ngray@williamsonheritage.org. No phone calls please.