

## **Central Iowa Shelter & Services Employment Opportunity**

**Position Title:** Digital Marketing & Graphic Design Intern

**Schedule:** Varies

**Classification:** Part-Time

**Office Location:** 1420 Mulberry Street, Des Moines, IA 50309

**Salary:** Unpaid

**Reports to:** Director of Marketing and Development

**Travel Requirements:** Travel within the community as needed

**Organization Overview:** Since 1992, Central Iowa Shelter & Services (CISS) mission has been to provide low-barrier shelter, meals and support services at no cost to adults experiencing homelessness and to facilitate their move toward self-sufficiency.

Approximately 2,000 women and men experiencing homelessness have received emergency shelter and supportive services to help them move beyond homelessness each year.

Our facility has grown from being 150 emergency shelter beds to 56,000 square feet of supportive housing and services. CISS is equipped to provide expanded emergency shelter (150 beds); expanded transitional housing for Veterans (19 rooms); Section 8 Project-Based Voucher efficiency apartments (44 rooms), and affordable housing (18 rooms). Along with expanded housing capacity, CISS also provides an on-site health clinic, mental health, substance abuse services, food pantry, community kitchen, clothing closet, classrooms, four job training programs and a new 3600 sq.ft. growing dome.

All guests and residents are provided evening and breakfast meals; access to shower and laundry facilities, a daily medical clinic, and group counseling; as well as individualized case management, life skills instruction, and referrals to other community services/benefits.

Programming continues to evolve to meet emerging homeless and community needs in rural Iowa through CISS leadership in the Rolling Hills Coalition (RHC) serving SE Iowa. Programs outside of Polk County ensure we are serving Iowans in their hometown to reduce the need for people to travel to our urban cores for assistance. RHC mirrors services on our main campus in Des Moines and allows for a continuity of operation across multiple geographic areas.

## **Position Overview:**

The Digital Marketing and Graphic Design Intern will significantly contribute to Central Iowa Shelter & Services by enhancing our digital presence and visual communication strategies. This internship opportunity focuses on creating compelling digital content, managing online platforms, and designing impactful marketing materials. It's ideal for students interested in digital marketing, graphic design, and nonprofit advocacy.

## **Key Responsibilities**

- Social Media Content Collection and Creation
  - Gather content, create engaging posts, and support CISS's presence across social media platforms.
- Website Updates
  - Perform updates to the CISS website, such as posting new blogs or content, creating landing pages, publishing updates, and maintaining site accuracy.
- Event Promotion
  - Focus on the digital aspect of promoting events, leveraging online platforms to increase visibility.
    - Build landing pages
    - Create promotional materials; signs, posters, flyers, posts
    - Update associated webpages as need throughout event planning and promotional processes
    - Support event staff on event dates
- Clerical Duties Related to Donor Engagement
  - Assist with maintaining donor databases and preparing communication materials.

## **Benefits**

- Gain experience in digital marketing and brand development within a nonprofit context.
- Build a portfolio of diverse design work, including both digital and print media.
- Develop skills in content creation, social media strategy, and visual communication.
- Work closely with marketing professionals to strategize and implement effective digital campaigns.

## **Qualifications**

- Must be a presently enrolled college student working toward a degree in digital marketing, graphic design, website development, or digital communications.

- Must have reliable transportation.
- Must be over the age of 18 years old.

### **Technical Skills**

- Must have working knowledge of Microsoft Office products such as Outlook, Teams, Word, and Excel.
- Working knowledge of Canva is a must; experience with Adobe Creative Suite a plus.
- Experience with WordPress websites and/or Elementor WordPress plug in necessary.
- Creativity and proficiency in content creation tools for social media and website management.
- Knowledge of marketing principles and a keen understanding of digital trends.

### **Soft Skills**

- Strong interpersonal skills for engaging with donors and volunteers.
- Excellent writing and proofreading skills.
- Organizational ability to handle multiple projects and meet deadlines.
- Enthusiasm for creating engaging digital spaces.
- Attention to detail for maintaining consistent branding and communications.

### **Physical Requirements**

- Must be able to lift 35 lbs independently while using safe bending, twisting, and lifting practices.
- Must be able to sit or stand for up to one hour at a time.



**CENTRAL IOWA**  
**SHELTER & SERVICES**