

Internship Posting Fall, 2017

Organization name	The Family YMCA
Mentor/Contact name	Diana Martinez and Jocelyn Chapman
Address	1450 Iris St.
Phone number	662-3100 ext. 314
E-mail address	dmartinez@laymca.org
Organization website	Laymca.org
Describe your organization	The Y is a charitable nonprofit, established in 1955, dedicated to building community health by focusing on youth development, healthy living and social responsibility. Through fundraising we ensure that no one is turned away for inability to pay, which ensures that all have access to programs to help them have healthy spirit, mind and body.
Internship title	Google AdWords Assistant
Specific days/hours (if applicable)	Flexible to work with student; preferably M-F at times between 8am-5pm for touching base with mentors; but work may be performed beyond those hours in a time frame that is hours as mutually agreed upon.
What will the student learn from the internship?	The intern will learn the basic concepts of Google AdWords advertising in regards to grant guidelines given to The Family YMCA. The intern will learn Google guidelines for advertising and submitting advertisements; to create creative copy; and track effective advertising campaigns; and be coached to create recommendations.
What does your business need that a student intern can impact?	We need assistance learning and gauging the effectiveness to a Google AdWords grant; the creation of metrics to track and report out; and recommendations on how "paid" advertising might increase our impact and reach.
What project(s) will the intern work on?	The intern will review Google AdWords criteria for free advisement placement for The Family YMCA; generate creative copy; track and report on effective campaigns; and make recommendations.
What skills are required for this internship?	Creativity and writing skills; high computer and technical proficiency; the ability to learn and apply new concepts; the ability to communicate both written and orally best recommendation.
What final deliverables will the student produce?	The student will manage The Family YMCA's Google AdWords account for the semester months and come up with creative and breaking campaigns for the grant in AdWords; with the goal of creating 20-50 effective campaigns regarding breaking Y programs. The intern will also generate a report of recommendations for "paid" advertisement and create a means/report to access effective advertisement campaigns.
How would you describe the primary purpose of this project? (Select one)	<p>Computer Science/IT</p> <p>Science (Biology, Chemistry, Environmental)</p> <p>Marketing/Communications</p> <p>Project Management</p>

	Accounting/Finance Other
If "Other", please specify	Advertising
Any additional information you would like to share?	We desire a highly motivated (someone who wants to do this!), committed (someone who will show up and engage!); and confident (someone who wants to learn and DO!) individual.