

## Marketing Communications Internship

### Concerned Persons for Adoption

[Concerned Persons for Adoption \(CPFA\)](#) is currently recruiting for a Marketing Communications Intern to support the organization and its annual conference. The Marketing Communication Intern will be responsible for leading and managing communications externally for CPFA, with a specific focus on social media.

This is a paid position for the academic school year at 10-15 hours per week.

#### Primary responsibilities:

- Assess and define target audience for CPFA and its annual conference, working in partnership with CPFA board members.
- Assess and define target communications channels (email, social media, etc.) for engaging CPFA stakeholders, throughout the year and specifically for its annual conference
- Develop/curate content for social media platforms that drives audience engagement for CPFA and participation in annual conference
- Develop/execute a paid promotion plan for amplifying social media content
- Monitor engagement and develop a dashboard for reporting performance metrics

#### Qualifications

- Academic focus on marketing or communications
- Strong written, oral and visual communication skills
- Strong sense of urgency, attention to detail, and project management skills
- Passion and demonstrated expertise in engaging stakeholders through social media channels
- Experience in managing project budgets and deadlines
- Proactive, self-starter and able to work independently and in a team environment

#### About CPFA

[Concerned Persons for Adoption](#) (CPFA) is a member-based New Jersey non-profit organization, founded 50 years ago as a support group for anyone concerned with adoption. We stand proudly united under the principle reflected in our motto "Every Child Deserves a Family."

Over these many years we have continued to excel in three areas: as an independent support group, as an advocacy group, and as an educational resource for New Jersey and beyond.

From the beginning, CPFA defined itself as an advocacy group. To further that goal, we are associated with the North American Council on Adoptable Children (NACAC), have lobbied for and helped draft state and federal legislation and are a member of the New Jersey Child Protection and Permanency (DCP&P) formerly DYFS Advisory Committee.

As an educational entity, our history is long and impressive. Our large annual "Let's Talk Adoption"<sup>sm</sup> Conference of parents and professionals has gained a national reputation for excellence. Our smaller Spring Conference includes workshops for children and has quickly become very popular. These, our social events, and our adoption book club continue to fulfill our mission to educate and support families both pre- and post-adoption.

Please send a resume or direct questions to [info@cpfanj.org](mailto:info@cpfanj.org). Review of resumes begins immediately.

