

# Bluegrass Council of the Blind Marketing/Media Internship

## Internship Description

### *Summary*

- Schedule posts on Facebook and Twitter, track and analyze insights
- Research social media trends to enhance BCB's online presence
- Design, distribute, and analyze bi-monthly newsletters
- Write and schedule special event e-mail blasts
- Seek out and contact potential referral agencies and maintain communications
- Design and implement new, interesting, and effective marketing plans
- Assist in the production and distribution of press releases and maintain media contact list

BCB's Marketing/Media Intern will report to the Executive Director. The length of the internship (one semester, one year, or summer) is flexible. Internship hours are flexible including some work from home options on occasion. BCB's office is located conveniently close to UK campus on South Broadway.

### *Requirements*

BCB is searching for someone with excellent verbal and written communication skills. Knowledge of social media, newsletter experience, and eTapestry experience is a plus. Intern needs to be able to work with little supervision and have a commitment to attendance and punctuality.

### *How to Apply*

Please send resume and cover letter to [info@bcbky.org](mailto:info@bcbky.org). If you have any questions, please contact [chelsey@bcbky.org](mailto:chelsey@bcbky.org) or 859-259-1834

### *About BCB*

The mission of Bluegrass Council of the Blind is to provide resources and services to all people affected by a loss of sight, improving lives for all by empowering persons with a loss of vision to continue living independently as productive, contributing members of their community and to educate the public on the rights, abilities and needs of the blind and visually impaired. Services are available to anyone directly or indirectly impacted by the effects of a loss of sight.

**Bluegrass Council of the Blind**  
1093 South Broadway Ste 1230  
Lexington, KY 40504  
859-259-1834  
[www.bcbky.org](http://www.bcbky.org)

