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# VIDEOGRAPHY INTERNSHIP

## YMCA of the CHIPPEWA VALLEY

### Summary:

Under the direction of the Association Marketing Director, the Videography Intern is responsible for capturing and editing high quality digital content that amplifies the mission of the YMCA of the Chippewa Valley through video storytelling. S/he captures and creates video content that promotes the YMCA, it's mission, and its programs in a manner that enhances the reputation of the organization as a safe, healthy and fun place for children, adults and families to strengthen body, mind and spirit, and as a vital community resource worthy of the community's support.

### Commitment:

This is a paid internship, \$11 per hour/10-20 hours per week. The work schedule can be set to accommodate the intern's schedule. This intern will receive a free individual membership to the YMCA for the duration of the internship.

### Responsibilities and Duties:

- Capture, edit, and publish video content on YMCA programs, projects, special events, members impact stories, and employee spotlights.
- Strategically plan the use of video storytelling to amplify the mission of the YMCA to the community, its members, and donors.
- Videos will be created for staff meetings, community meetings, website, social media, commercials, and other forms of advertising.
- Obtaining and compiling photos and videos of YMCA programs, events, members, and staff.
- Other duties as assigned.

### Goals:

- Create impactful digital content that helps share the mission, stories, programs, and offerings of the YMCA of the Chippewa Valley.
- Create timeless content that can be used across multi-media platforms to share the impact of the YMCA on the Chippewa Valley.

### Skills & Qualifications:

- Pursuing a degree in Communication, Advertising, Public Relations, Marketing or a related field.
- This position requires creativity as well as strong initiative to see projects through from beginning to completion.
- Skills in videography, graphic design and photography.
- Ability to maintain confidential information relating to YMCA donations, policies and practices.
- Ability to work independently and with a team.

### Application Process:

Please reach out to Amy Huempfer, Association Marketing Director, at [ahuempfer@ymca-cv.org](mailto:ahuempfer@ymca-cv.org) with any questions or to apply.