

York County Libraries, a collaboration of 13 public libraries across York, PA, is seeking a marketing intern for the Fall Semester (September start). This position will help execute our strategic marketing plan with an emphasis on implementing digital marketing strategies across our website, social media and email marketing channels. The intern will have opportunities to engage in brand journalism, producing relevant content packages that include original text, images and video elements. In addition, the intern is able to gain hands-on experience planning digital engagement tactics (both organic and paid) and measuring their impact across selected channels including: Google Ads, Facebook and Instagram.

The Marketing Intern will be mentored by Lora-Lynn Kahler, MLS, MBA, Director of Marketing and Communication. The internship offers a flexible schedule M-F between the hours of 9 and 5 for a minimum of 120 hours over the three-month arrangement. Juniors and seniors studying marketing, advertising and digital marketing, integrated marketing and communication, mass communication, professional writing, or public relations will find this opportunity rewarding.

#### **5 reasons why you want to be the Marketing Intern at York County Libraries:**

1. You get to make an actual impact while getting real life marketing and communication experience.
2. You get to dive headfirst into implementing our marketing plan & current campaigns.
3. You get to be part of a dynamic, fast-paced marketing team changing how people think about libraries.
4. You get free downtown parking during office hours.
5. You get a \$300 stipend over the course of the three-month internship

The candidate offered the internship experience is required to obtain up-to-date clearances per Pennsylvania law and must be able to work on-site in our downtown York office location. If you want to be our next Marketing Intern, please submit your resume by email to [humanresources@yorklibraries.org](mailto:humanresources@yorklibraries.org). For more information on York County Libraries, please visit our website at [yorklibraries.org](http://yorklibraries.org).

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#### **LOCATIONS**

- Brogue** Collinsville Community Library
- Dillsburg** Dillsburg Area Public Library
- Dover** Dover Area Community Library
- Etters** Red Land Community Library
- Glen Rock** Arthur Hufnagel Public Library
- Hanover** Guthrie Memorial Library
- Hellam** Kreutz Creek Library
- Jacobus** Village Library
- Red Lion** Kaltreider-Benfer Library
- Shrewsbury** Paul Smith Library of Southern York County
- Spring Grove** Glatfelter Memorial Library
- Stewartstown** Mason-Dixon Public Library
- York City** Martin Library