

Position: Marketing Sciences Coordinator (Internship)

Culture:

Trying Together's mission is to support high-quality care and education for young children.

Trying Together is a Pittsburgh-based nonprofit that supports the work of early childhood by providing advocacy, community resources, and professional growth opportunities for the needs and rights of children, their families, and the adults who interact with them. A fast-paced organization, Trying Together looks for dedicated and passionate staff who bring positivity to their work and a solution-oriented sensibility.

Trying Together is an equal opportunity employer. Trying Together does not discriminate and encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply. All candidates will be evaluated on a merit basis.

Purpose:

The Marketing Sciences Coordinator is responsible for assisting in the implementation and ideation of a Google Analytics and Ads strategy for Trying Together. In the first half of their internship, they will obtain their Google Analytics certificate under the supervision of the Assistant Director of Communications. They will then assist with the creation of reports and dashboards for measuring goals within Google Analytics and Ads. They will work with various Trying Together staff to develop a Google Analytics and Ads manual and assist with the implementation of a conversion funnel strategy.

Responsibilities

During the course of the internship, the Marketing Sciences Coordinator may be responsible for some or all of the following:

- Obtaining a Google Analytics certificate.
- Researching best practices for utilizing Google Analytics and Google Ads.
- Assisting with the development of a Google Analytics and Ads manual and glossary.
- Assisting with the development of dashboards and reports to measure goals and progress within Google Analytics and Ads.
- Assisting with the implementation of a conversion funnel strategy.
- Related duties as assigned.
- Commitment to racial equity and inclusion and a willingness to do the ongoing personal work to bring about a more just society.



Qualifications:

- Juniors or Seniors currently majoring in: Communications; English; Journalism; Marketing; Political Science; Public Relations; or a related field.
- Experience with manipulating data or data management is preferred and may be reflected through coursework related to statistics, computer science, economics, marketing sciences, marketing analytics, etc.
- Current knowledge of Google Analytics and Ads is not required, but is preferred.
- Strong oral and written communications skills.
- Experience working with diverse populations.
- Exceptional organizational skills and the ability to prioritize and execute tasks in an efficient manner.
- Knowledge, interest, or experience in advocacy, community engagement, nonprofits, and/or the early care and education field is helpful.

Required Clearances:

- Clean Act 33 Child Abuse Clearance.
- Clean Act 34 PA State Police Clearance.
- Clean Act 73 Federal Criminal History Clearance.
- National Sex Offender Registry (NSOR) Verification.

Required Training:

- Mandated Reporter Training (must be completed in the first month of placement)

Interested Applicants:

The Marketing Sciences Coordinator is a for-credit internship. For-credit internships are unpaid and will be a minimum of 20 hours per week. Applicants must express desired format and provide all necessary paperwork and documentation from college or university before beginning internship.

Submit a cover letter, resume, and three academic or work-related references to jobs@tryingtogether.org to apply for the Marketing Sciences Coordinator position. Phone calls will not be accepted. Posting will remain open until filled.

