



Marketing Intern Job Description

Updated February 2025

Basic Function:

The marketing intern will aid with the needs of both the Sheboygan and Manitowoc campuses. It is a great opportunity for those interested in exploring how to leverage marketing to create communications that reach the lost, our church family and our community. This position will work collaboratively with various ministries and report directly to the Director of Marketing.

Spiritual Requirements:

- Has trusted Jesus to save them from their sins and be the Lord of their life.
- A desire to continue developing a strong, committed and mature relationship with Christ.
- Can champion the mission vision and values of Crossroads.
 - o Mission of Crossroads
 - *At Crossroads, we want to help people connect with God and others at the Crossroads of life.*

Qualifications:

- Considers CCC to be their church home. Exceptions may be made if roles are not able to be filled with people who call Crossroads their church home.
- Is consistently serving in a monthly Crossroads' ministry or a ministry in their home church.
- Will be at least 16 years old at the start of their internship in late August 2025.
- Has access to a reliable form of transportation.
- Must be teachable.
 - o Wants to learn, grow, and lead.
 - Willing to ASK for help.
 - Willing to TAKE feedback.
 - Willing to PRAY though feedback and make adjustments.
- Understands confidentiality is a MUST- takes very seriously the importance of maintaining confidentiality- commits to keep specified information confidential, including from family and close friends.
- Handles conflict in a Matthew 18 manner.

- Understands the expectation for believers to be individuals who display Godly character and integrity while utilizing social media. It is understood that WHAT you post and HOW you interact on your personal social media account(s) matters.

“Possible” Ministry Responsibilities of a Marketing intern:

- Support Marketing and Communications team with planning and execution of marketing campaigns.
- Write copy for various social media posts, email campaigns, and other marketing collateral.
- Participate in marketing brainstorming sessions.
- Assist with website management.
- Manage weekly “Need to Know” email for both campuses.

Hours/Pay:

- Some of our internships are paid and others are not. Generally speaking, the education and experience the intern brings with them during the interview process will dictate whether an intern is paid or not. Apply with the intent/understanding you are doing an unpaid internship.
- Time frame: 2025-2026 school year (Late August 2025 – End of May 2025)
 - o Available Monday, August 25, 2025 from 5:30pm to 8:30pm for mandatory All-Intern Orientation & Welcome Dinner
 - o Available Tuesday, May 19, 2026 from 6pm to 8pm for mandatory All-Intern Graduation
- Approximately 8-10 hours per week
 - o Office hours will be flexible around person/student’s school and work schedule.
 - o If applicant is a RUSH small group leader or serving team member, this internship does not include time spent at RUSH on Wednesday night or RECHARGE. If a Crossroads Kids, Host or Worship/Tech serving team member or leader, this internship does not include time spent on Sundays serving in their respective ministries. Intern should maintain a serving role within the larger church body throughout their internship period. Hours spent serving in their respective ministries should not be logged on their weekly timesheet.
 - o Flexible, with advanced notice