



BOY SCOUTS OF AMERICA®
LAUREL HIGHLANDS COUNCIL

Job description

Marketing Internship (Paid)

Laurel Highlands Council, Scouting America

Background

[Laurel Highlands Council](#), Scouting America, provides the premier values-based leadership development program for youth in Western Pennsylvania, Western Maryland, and parts of West Virginia. In partnership with TrailBlaze Creative, we are modernizing our digital footprint to better serve our Scouts, volunteers, and donors. This role is perfect for a mission-driven creator who wants to see their work directly impact the community and the future of Scouting.

Position Overview

[Laurel Highlands Council](#) is seeking a Marketing Intern passionate about community impact and keen on professional growth within the Scouting America movement. This internship offers a unique blend of learning opportunities, focusing on the evolution of our digital footprint and the revitalization of our online presence. You will play a key role in developing website content that resonates with our members and helps modernize how we connect with the community. It's a perfect fit for someone looking to gain hands-on experience in web content management and digital storytelling within the nonprofit sector.

Key Responsibilities

- **WordPress Design and Development:** Assist in the design and structural development of website pages, ensuring layouts are functional, visually appealing, and aligned with council goals.
- **Page Editing and Content Management:** Execute regular updates to existing web pages, managing the flow of information to keep the site current and user-friendly.
- **Copywriting and Content Development:** Help craft and refine compelling copy for various digital channels, learning to embody the Scouting America voice effectively and appropriately.
- **Digital Publishing:** Manage the timely publishing of council events, news items, and blog posts to keep our community informed and engaged.
- **Image Optimization:** Prepare visual assets for the web by managing file sizes, adjusting aspect ratios, and ensuring all images meet accessibility standards, including alt-text.

- **Document Management:** Oversee the uploading and tagging of essential documents and forms, ensuring they are organized and easily searchable for volunteers and parents.
- **Search Engine Optimization:** Participate in SEO activities, including keyword integration and metadata updates, to understand how digital visibility drives traffic and engagement.
- **Analytics Reporting and Insights:** Learn to use marketing analytics tools to track performance, helping to prepare reports that provide insights into user behavior and content effectiveness.

Skills and Qualifications

- **WordPress Proficiency:** Experience or strong interest in WordPress design and development, including familiarity with themes, plugins, and page builders.
- **Content Creation:** Proven ability in copywriting and content development with a focus on clarity, storytelling, and brand consistency.
- **Technical Web Skills:** Understanding of website hierarchy, page editing, and the mechanics of managing a Content Management System (CMS).
- **Digital Asset Management:** Proficiency in image optimization, including adjusting file sizes and aspect ratios, and an understanding of web accessibility (Alt-text).
- **SEO Knowledge:** Familiarity with search engine optimization principles and how to apply keywords and metadata to improve search rankings.
- **Data Literacy:** Ability to interpret analytics reporting and translate data into actionable insights for content strategy.
- **Attention to Detail:** Meticulous approach to document uploading, tagging, and link testing to ensure a high-quality user experience.
- **Software Fluency:** Comfort with Google Workspace, Microsoft Office, and design tools like Canva or Adobe Creative Suite. Experience with Wordpress CMS like Divi, BeaverBuilder, or Elementor is a plus.
- **Organizational Skills:** Ability to prioritize multiple publishing tasks, such as news items and event updates, under tight deadlines.
- **Mission-Driven Mindset:** Passionate about community impact and eager to learn how digital marketing supports the Scouting America mission. *Preference for someone with Scouting experience or familiarity.*

What We Offer

- You will leave this internship with tangible links to live web pages and a portfolio of content you personally developed.
- Gain the benefit of direct collaboration and mentorship with the TrailBlaze Creative team and Council leadership.
- Work within a remote-first environment that offers the flexibility to visit Council camps or offices in the Pittsburgh region for content gathering.
- Experience the purpose of knowing your work helps more youth find their way into the life-changing programs of Scouting.

Location

This internship is a fully remote position, allowing you to work from any location while collaborating closely with the TrailBlaze web development team and specialized contractors. In this role, you will play an integral part in supporting the Laurel Highlands Council's web redevelopment goals, gaining experience in a professional, distributed team environment dedicated to modernizing the Council's digital presence.

Join Us

This is a **remote-friendly** position. While the Laurel Highlands Council is based in Pittsburgh, PA, we welcome candidates who can work effectively via digital tools. Local candidates may have the opportunity to attend local events for content capture.

How to Apply

To be considered, you must include previous work products, including class work. We look forward to discovering how your skills and passions align with the mission of Laurel Highlands Council. Please email your resume, portfolio items, and cover letter to mike.daniher@scouting.org