Job Description / Announcement
Position: Marketing and Communications Intern

Responsible to: Associate Director of Marketing and Communications

Location: NY Headquarters (120 Wall Street, New York, NY)

ORGANIZATION: Girls Inc. inspires all girls to be strong, smart, and bold through life-changing programs and experiences that help girls navigate gender, economic, and social barriers. Research-based curricula, delivered by trained, mentoring professionals in a positive all-girl environment equip girls to achieve academically; lead healthy and physically active lives; manage money; navigate media messages; and discover an interest in science, technology, engineering, and math. The network of local Girls Inc. nonprofit organizations serves 136,000 girls ages 6 - 18 annually across the United States and Canada. Learn more about our programs and advocacy at www.girlsinc.org.

Summary: The Marketing and Communications Intern will assist the Marketing and Communications department with a wide variety of media relations, web, email marketing, and design projects.

Responsibilities:

• Assist in maintaining and growing Girls Inc. presence on social media outlets such as Facebook, Twitter, and YouTube
• Assist with writing and distribution of press, web, and email marketing materials
• Perform quality assurance on websites
• Research traditional and online media contacts and visibility opportunities
• Maintain image library
• Support affiliate network, special events, and corporate partner requests as needed

Work Schedule:

• 3 days per week
• Semester-based, as available:
  o Spring: January - April
  o Summer: May – August
  o Fall: September - December

Qualifications:

• Excellent organization, writing, and interpersonal skills
• Interest in traditional and social media and marketing, communications, and girls’ issues
• Strong computer skills, particularly in Microsoft Office, and knowledge of Internet technology
• Familiarity with Adobe Creative Suite a plus

Salary and Application Information:

• Unpaid, college credit only
• Please send cover letter and resume to Cheryl Blowers, Associate Director of Marketing and Communications
• No phone calls please.

AN EQUAL OPPORTUNITY EMPLOYER