

Job Description / Announcement
Position: Integrated Marketing Intern



Inspiring all girls
to be strong,
smart, and boldSM

Responsible to: Media Relations Manager

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

ORGANIZATION: Girls Incorporated® is a nonprofit organization that inspires all girls to be strong, smart, and boldSM. With local roots dating to 1864 and national status since 1945, Girls Inc. has responded to the changing needs of girls through research-based programs and public education efforts that empower girls to understand, value, and assert their rights. In 2008, Girls Inc. reached over 900,000 girls through Girls Inc. affiliates, our website, and educational publications. To learn more, visit www.girlsinc.org.

Summary: The Integrated Marketing Intern will assist the Marketing and Communications department with a wide variety of web editorial, e-marketing, media relations, and public education projects.

Responsibilities:

- Assist in maintaining and developing Girls Inc. presence on social media outlets such as Facebook, Twitter, and YouTube
- Research possible interview subjects, story ideas, and promotional outlets for organization website and girl-focused online community
- Participate in web editorial, marketing, and social media campaign brainstorming
- Perform quality assurance on websites
- Assist with writing and distribution of press releases
- Research traditional and online media outlets for media campaign outreach
- Compile quarterly public education campaign reports
- Create press kits

Work Schedule:

- 12-20 hours per week
- Semester-based, as available:
 - Fall: September – December
 - Spring: January - April
 - Summer: May - August

Qualifications:

- Strong computer skills, proficiency in Microsoft Office
- Working knowledge of the Web and Internet technology
- Excellent organization, writing, and interpersonal skills
- Interest in traditional and social media and marketing, online communities, youth media, and girls' issues

Salary and Application Information:

- Unpaid, college credit only
- Please send cover letter and resume to [Cheryl Messer](mailto:Cheryl.Messer@girlsinc.org), Media Relations Manager.
- No phone calls please.

AN EQUAL OPPORTUNITY EMPLOYER