Communications and Marketing Intern

Summer Internship: May-August 2023 Organization Name: Helping Empower Youth Address: 933 Neal St, Atlanta, GA 30314 Phone: (404) 747-0853

Website: https://[www.helpingempoweryouth.org/](http://www.helpingempoweryouth.org/)

# Organization’s Mission Statement:

If you want a better society, you must do it through your own efforts. HEY!’s mission is to inspire,

motivate, and mobilize young people to take action that changes their world!

# Summary of the organization’s primary programs and services:

HEY! Uses various initiatives such as reading, community involvement, and STEM/STEAM curricula to strengthen leadership and character skills, which builds educational and social literacy and currency. We don’t believe that our young people need to sit and wait for the leadership baton to be passed to them; it’s time for them to take it and start running!

# HEY! HYDRATE

-HEY! HYDRATE! Provides an opportunity for participants to facilitate hands-on experiential learning as they work through modules to build their own business acumen to apply to their individual businesses and partnerships as they matriculate through our Empowered Leadership Academy.

# HEY! Let’s Read! Book Festival for Children of Color

-Studies show impoverished children of color in underserved neighborhoods enter kindergarten more

disadvantaged than their affluent peers. We believe that reading opens the creativity and imagination of each child who holds a book. The book festival is an event with activities and resources including local authors who feature Black children as the protagonist and main characters.

# Role title: Communications and Marketing Intern Job description:

This position will include but is not limited to the following duties:

* Support external communications through Mailchimp newsletters, signage, copy for inquiries, and donor management.
* Support and create social media strategy and content with a focus on Twitter and LinkedIn.
* Curating and sustaining a cross-functional content calendar and distribution plans, shepherding content from ideation through execution, and managing stakeholders to ensure resources are available and meet targets.
* Making recommendations of story/channel alignment and ideas.
* Enter data into air table for tracking and benchmark assessments.
* Distributing media releases.
* Researching communications and marketing trends related to nonprofits and youth-serving

# Qualifications:

* We're looking for an ambitious and detail-oriented professional with a passion for development and fundraising for nonprofit organizations.
* Excellent organizational, interpersonal, communication, and writing skills.
* Ability to manage logistics and balance multiple projects simultaneously.
* Attention to detail and organization.
* Ability to work in a team and independently.
* Demonstrate creativity and initiative to follow through on projects.
* Possess a passion for the work that Helping Empower Youth does.
* Eagerness to learn, contribute and grow.
* Reliable transportation and ability to navigate/travel in and around greater Atlanta
* Experience with Office 365 (Outlook, Word, PowerPoint, Excel) *Bonus: Familiarity and experience using air table.*
* Must be able to be hired as a Georgia Tech employee.

Please submit a resume, and letter of interest (in Word or PDF), to kacey@helpingempoweryouth.org with the subject line “Communications and Marketing Interns”

***This internship is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. The student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of $1,500 which will be paid over the 10 weeks of the internship. Students are expected to work 10 hours a week on average. Students need to be eligible for campus employment. ILSI will handle onboarding and biweekly payments and Fellows are expected to complete a blog post about their internship experience and participate in one Fellowship event with ILSI.***