



Communications and Marketing Intern

Spring Internship: January – May 2023

Organization Name: Helping Empower Youth

Address: 933 Neal St, Atlanta, GA 30314

Phone: (404) 747-0853

Web site: <https://www.helpingempoweryouth.org/>

Development Intern Supervisor: KaCey Venning, Executive Director

Supervisor's contact information including e-mail:

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O: 404.747.0853

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 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.

Empowered Leadership Academy: Henry Business Incubator

-Customizable modules and small group reinforcement to equip young leaders with the social, academic, economic, business and philanthropic tools needed to excel. We believe that if we provide more job opportunities with livable wages, build soft skills, provide access to material items to interview well, and build confidence to improve school performance. This in turn will decrease youth involvement in petty crimes, decrease the likelihood of inadvertently breaking laws while engaging in good intention activities, building healthy relationships and breakthrough their current financial circumstances, ultimately resulting in Black male teenagers having plenty of opportunities to make money or build wealth.

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 airtable for tracking and benchmark assessments.
- Distributing media releases.
- Researching communications and marketing trends related to nonprofits and youth serving

Compensation:

- \$1500 for 10 hours a week for 10 weeks= \$15/hr

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 organized
- 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, Power Point, Excel) *Bonus: Familiarity and experience using airtable*
- Must be able to be hired as a Georgia Tech employee.