



BOYS & GIRLS CLUBS

OF GREATER MEMPHIS

Title:	Marketing, Special Events, and Social Media Content Intern
Department:	Development & Marketing
Supervisor:	VP of Development – Rachel Reddin
Origination Date:	10-20 hours for at least one semester

Program Description: The intern will be immersed in the world of nonprofit marketing and development with one of the nation’s top youth-serving charities and most recognized organizations. This internship will help promote and execute marketing and social media strategies for our fundraisers and other Club events. Some of these include our Youth of the Year Competition, Steak n’ Burger Dinner, Club Speakers, Tennis Invitational, Club events, Golf Classic, and Toy Drive.

The intern will be responsible for:

1. Helping promote the organization in the community via, collecting news, updates, and videos from the Clubs to create an E-newsletter to promote BGCM programs, current events, and important organization news for our donors, supporters, board members, and staff.
2. Assist in content creation and design of social media campaigns, marketing materials, email marketing campaigns, and direct mail efforts.
3. Create and distribute content such as blogs, graphics, videos, and press releases for social media and other news outlets
4. Track social media engagement to identify best practices and high-performing campaigns and devise a strategy to improve views, likes, and shares.
5. Support staff and volunteers at events
6. Visit BGCM Clubs to capture mission moments, guest speaker images, staff of the month pictures and interviews, volunteer events, and Club kids’ thank you videos or other videos as needed.
7. Perform corporate outreach as needed

Qualifications:

- Enrolled at an accredited college or university in a relevant field.
- Experience in communications, marketing, journalism, or public relations.
- Exceptional verbal, interpersonal, and written communication skills.
- Must be familiar with Microsoft Word, Excel, and PowerPoint. Working knowledge of Constant Contact and Adobe suite is preferred.
- Must be available to work a few events outside of regular 9-5 hours
- Organizational skills to handle multiple projects, attention to detail, and the ability to prioritize in a changing environment.
- Proactive problem prevention and resolution.
- Ability to work independently as well as collaboratively as part of a team.
- Reliable transportation to the central office and BGCM Club sites.

Application Instructions:

Interested applicants should send a cover letter indicating why they are interested in completing their internship with BGCM, their past experience in work relevant to the internship, and how their schooling experience has prepared them for this type of internship. Also required in application submission are a resume and three professional references. For more information or to submit questions, please contact Rachel Reddin, VP of Resource Development, at rachelr@bgcm.org.

