



## **Marketing and Public Relations Intern**

### **About Youth Communication**

For more than 40 years, Youth Communication has worked with youth through a comprehensive youth development program focused on teen journalism and educational publishing. We publish true stories by teens that are read by hundreds of thousands of youth in New York and around the country. These stories are uniquely compelling to peers who do not see their experiences reflected in mainstream reading materials.

Youth Communication uses these powerful, teen-written stories to provide professional development to help educators and youth workers engage young people.

Our literacy-rich training model helps teachers, after-school workers, counselors, and other professionals to connect with the teens they serve and build their social and emotional learning skills. Since 1980, Youth Communication has created resources for over 35,000 educators, reaching more than two million young people.

### **Position Description**

The position is ideal for someone pursuing a career in marketing, communications, public relations, or a related field, especially in nonprofit or educational organizations. The marketing and public relations intern will work closely with the external relations team to assist with the development of digital marketing communications and sales outreach campaigns, helping to conceive and implement these communications from start to finish. The intern will support the efforts of team members to cultivate a growing education-focused audience through various platforms, including PR news wires, Salesforce, Mailchimp, and other social media services.

### **Responsibilities**

#### *Public Relations*

- Research and develop an editor/press list for targeted outreach
- Advise on op-eds, pitch angles, and media targets
- Draft press plan, press releases, and e-news
- Archive digital images, photographs, and videos to support communication and editorial purposes

#### *Marketing*

- Research and draft an application to present/table at education conferences
- Draft “evergreen” social media posts focused on YC’s education services
- Script and support the production of promotional videos

#### *Sales*

- Proofread and edit a sales pitch deck and other marketing collateral
- Draft a follow-up sales letter to new contacts
- Support maintenance and clean-up of Salesforce database by codifying data processes for sales pipelines

- Research into new school districts and school databases to cultivate new contacts, input this information into Salesforce

### **Qualifications**

- Strong attention to detail and commitment to accuracy
- Excellent written and verbal communication skills
- Experience in performing research online
- Ability to work both independently and as part of a team
- Comfort with Excel and databases required; working with Salesforce is a plus
- A commitment to our mission and an interest in urban education, literacy, youth development, communications, marketing, data management, and social enterprise.

**Schedule and Location:** The internship would take place over 10 weeks between June and August, ideally with a commitment of 20 hours/week with 2 days/week in our midtown Manhattan office. This position is flexible for a remote or hybrid work schedule based on the candidate's availability and COVID safety precautions.

**Salary:** \$15/hour

**How to Apply:** Please send an email with the subject line "Marketing Internship" with a cover letter and resume that clearly describes your experience and qualifications to [careers@youthcomm.org](mailto:careers@youthcomm.org).

### **OUR COMMITMENT TO DIVERSITY, EQUITY & INCLUSION:**

YC's mission is to elevate the voices and center the experiences of NYC teens. Through cultivating and disseminating their stories in magazines, curriculum and professional development, we engender more supportive environments for young people who are most disconnected from opportunity, develop their own sense of agency, and cultivate more belonging among youth-centered communities. Furthermore, our direct and indirect youth development work primarily impacts young people of color. We are much better able to serve those young people when our staff reflects their experiences and identities.

With this in mind, Youth Communication recognizes the importance of diversity and strives to recruit, retain, and develop the talents of a team that reflects the rich diversity of the young people we serve.

At Youth Communication, diversity encompasses not only race, ethnicity, gender, and sexual orientation, but also age, educational background, class, and cultural and political perspectives. Youth Communication is an equal opportunity employer. Candidates and applications will receive consideration without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, veteran status, or any other characteristic protected by applicable federal, state, or local law. YC is committed to a culture of inclusivity on every level of the organization. We welcome a diversity of backgrounds, experiences, and viewpoints; encourage initiative; and recognize the contributions of all our employees.