

# MarComm Intern

## Boys & Girls Clubs of Greater Dallas

Boys & Girls Clubs of Greater Dallas (BGCD) is seeking to hire a summer Marketing & Communications intern. This position will help increase public awareness about BGCD's mission. Working closely with the Director of Marketing & Communications, this position helps promote our organization's impactful programming, stakeholders, and events through our various digital communications channels.

The ideal intern is passionate about a career in public relations, marketing and/or social media preferably in the nonprofit, education, or public administration sectors. Strong written and oral communication skills are required. **This is an onsite position (Monday-Thursdays) based at our East Dallas Administrative Office and various Club locations as needed for up to 15 hours/week.**

### *Social Media (33%)*

- Social media content creation, publishing, and monitoring for all organizational social media accounts
- Develop monthly content calendars integrating the various communications channels BGCD utilizes
- Review social media analytics/trends and adjust strategies based on data, to increase engagement and followers.
- Light video production and editing

### *Website Management (33%)*

- Manage and oversee website content, updating or creating new content and calendar events, utilizing the WordPress CMS

### *Writing and Editing (33%)*

- Writing and editing press releases and media alerts, newsletter blurbs, blogs and social media copy

### **Requirements:**

- Ability to work 10-15 hours per week
- Familiarity with social media strategies, content, and platforms
- Ability to multi-task and take initiative
- Hardworking and dedicated
- Ability to take direction and absorb information quickly
- Excellent writing skills, knowledge of AP style preferable
- Software knowledge: WordPress or a comparable CMS, Canva, and Microsoft Office