

Content Creation & Digital Media Intern

Boys & Girls Clubs of Greater Dallas (BGCD)

Position Overview

The Content Creation & Digital Media Intern will support BGCD's Marketing & Communications efforts by capturing and producing compelling content that showcases the impact of our programs across Dallas County. Working with the Director of Marketing & Communications, the intern will help tell the story of BGCD through photography, video, and written content, highlighting Club experiences, summer programming, and youth success stories. This role offers hands-on experience in nonprofit storytelling, brand building, and digital engagement. This internship is a 20-hour-a-week opportunity, from mid-August through mid-December.

Key Responsibilities

Content Creation & Storytelling (Primary Focus)

- Capture photo and video content at BGCD Club sites, including events, programming and field trips
- Conduct on-site visits to multiple Club locations to document youth experiences and program impact
- Assist in developing creative concepts for social media and digital storytelling
- Draft captions, short-form stories, and content for newsletters and digital platforms

Content Editing & Production

- Edit photos and videos for use across social media, email, and web platforms
- Format and optimize content for various channels (Instagram, LinkedIn, newsletters, website)
- Assist with short-form video production (e.g., reels, highlights, event recaps)

Digital Communications Support

- Support development of content for BGCD newsletters and campaigns
- Assist with website updates and content uploads as needed
- Monitor engagement and help identify content trends and opportunities

Expected Deliverables

- Consistent pipeline of photo and video assets from Club sites and events
- Weekly social media-ready content (posts, reels, or stories)
- Contributions to at least one newsletter and/or campaign

Ideal Candidate

- Pursuing a degree in Marketing, Communications, Journalism, Digital Media, or related field
- Strong interest in content creation, storytelling, and social media
- Experience with photography and/or videography (portfolio preferred)
- Familiarity with tools such as Canva, CapCut, Adobe Creative Suite, or similar
- Strong written communication skills

Supervision & Structure

- Reports to the Director of Marketing & Communications
- Hybrid schedule: on-site at Club locations and administrative office, with remote time for editing and content production

Learning Outcomes

- Real-world experience in nonprofit marketing and communications
- Portfolio development with professional content across multiple platforms
- Exposure to mission-driven storytelling and brand strategy
- Hands-on experience working in dynamic, community-based environments

To apply, please send a resume and a portfolio to marketing@bgcdallas.org.