



Marketing & Communication Internship

The Marketing and Communication Intern must have a true passion for navigating the spectrum of digital and traditional marketing and media communication strategies as tools to further the mission of Pride. This position will use earned and social media, direct marketing, and advertising to convey LGBT educational messages, build up to a successful Pride event, and assist in the overall success of the organization. The intern will work 10-15 hours per week during the current semester/quarter through the end of Pride season. . Please send your resume and cover letter to careers@sdpride.org.

Duties and Responsibilities:

- **Community Engagement:** Assist with day-to-day community and fan engagement, page and content moderation, as well as general outreach.
- **Content Monitoring and Seeding:** Assist in monitoring key online conversations and events to make sure brands are participating effectively and are being well-represented. Seeding approved content and editorial pieces to key influencers and other identified sites and blogs.
- **Research:** Assist with basic research as needed in order to engage the community and to investigate any trending activities within the community.
- **Analysis:** Taking data from research and performance analytics and being able to help create reports for our constituents that draw conclusions on performance and providing recommendations for campaign optimization.
- **Written Communication:** Draft press releases, talking points, e-newsletters, and other communication based on input from various departments to then be reviewed

Education and Qualifications:

- Currently enrolled in an undergraduate degree program at an accredited university and majoring in Public Relations, Communications, Marketing, or Journalism.
- **MUST HAVE** Working knowledge of and experience with online networks (Preferences to Facebook, Twitter, YouTube, Google, Tumblr, etc.)
- Advanced level skills with Microsoft Excel, Word, PowerPoint and ability to learn other computer software programs.
- Talented writer with ability to write succinct, intelligent, and polished pieces
- Must have exceptional traditional writing and grammatical skills and a flair for communicating in all social media channels.
- Obsessive attention to detail.
- Ability to work with shifting priorities to capitalize on traffic opportunities.