Marketing/Public Relations Internship Position

Company Name: MaliVai Washington Kids Foundation

Address: 1096 W. 6th Street Jacksonville, FL 32209

Internship Job Title: Marketing/Public Relations Intern

Internship Contact: Ashley Strickland, Community Outreach Manager

Phone Number: (904) 359-KIDS (5437) Ashley@malwashington.com

Internship Supervisors: Ashley Strickland, Community Outreach Manager & Erika White, Business Director

Semester for Internship: Spring, Summer, Fall
Number of Internship Positions – 1 Position each semester

*This is not a paid internship

Internship Description:
The MaliVai Washington Kids Foundation is looking for a Marketing/Public Relations intern to assist the Community Outreach Manager during the Fall, Spring and Summer semesters. The MaliVai Washington Kids Foundation operates an afterschool program, called TnT (Tennis-n-Tutoring) which offers FREE mentoring, tutoring, life skills classes and tennis lessons to youth in grades kindergarten-high school. MWKF business hours are 9am-6pm. Work schedule is extremely flexible based on student's school and work schedule.

Qualifications:

- Fast Learner
- Enthusiastic about working with youth
- Available to work assigned schedule
- Reliable transportation
- Some knowledge of Social Media tools
- Great writing and communication skills
- Sufficient knowledge of Microsoft Office Programs (Word, Excel, Publisher, PowerPoint, Outlook)
- Knowledge of Adobe Creative Suite 4 is not necessary, but is a plus!
- Strong interpersonal skills

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Daily Responsibilities

- Update our Facebook & Twitter accounts and interact with fans
- Post on sports websites like Sports Illustrated, ESPN, etc. They have tennis areas that we need to post comments in to drive people to our website
- Find out what other similar non-profits are talking about on Facebook, Twitter and blogs
- Log into YouTube and approve any comments for the message board
- Make comments on relevant YouTube pages and post a link to our website
- Search other blog sites and post on relevant sites for exposure

Marketing/PR Admin Responsibilities (supervised by: Business Director; work provided by Community Relations Manager)

- Update Photo Logs
- Update Website with links, photos, text
- Update Facebook Status & Photos Daily
- Update and manage Twitter page
- Update and manage LinkedIn company profile
- Create Flyers & Posters
- Assist with development of print and electronic Newsletters
- Create Yearbook Layout/Design
- Create impressive ideas for MWKF's new YouTube channel
- Film & edit students, staff, events and volunteers for YouTube channel
- Update and manage YouTube channel
- Assist with Community Outreach efforts
- Write press releases, media advisories and public service announcements
- Assist with on-site event activities and logistics
- Other Responsibilities as assigned, which may include directly working with youth, other volunteers and/or parents
- Search other blog sites/ post on relevant sites for exposure
- Check YouTube Comments & Approve
- Look for creative ways to increase exposure (ex. Taking photos of kids with Wilson racquets & retweeting)
- Create unique topics that will get readers to actually read & discuss on our Blog & Facebook Discussion Page
- Google 'MaliVai Washington Kids Foundation' to see who's talking about us
  Encourage our supporters to use www.goodsearch.com and choose MWKF as their charity of choice. (We earn a penny for each search)

Interested Interns should send a cover letter and resume to Ashley@malwashington.com.