



Philadelphia Youth Network, Inc.

Job Description

Job Title: Communications Intern		Unit: Communications and Marketing	
Division: External Relations		Location: 714 Market Street	
Reports to: Manager, Communications and Marketing		Date Posted: 08/13/2013	
Benefits: <input type="checkbox"/> Eligible <input checked="" type="checkbox"/> Not Eligible	Hours: 20 per week <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-exempt	Type of position: <input type="checkbox"/> Full-time <input type="checkbox"/> Temporary/Seasonal <input type="checkbox"/> Part-time <input checked="" type="checkbox"/> Intern (unpaid)	

General Description:

Philadelphia Youth Network (PYN), seeks a dynamic and enthusiastic individual for an internship in its Communications and Marketing department, with a focus on marketing, social media, and publications management. If you are a creative, self-motivated marketing, public relations, or communications major with excellent writing and interpersonal skills, this is a great opportunity to gain professional experience.

About PYN:

Philadelphia Youth Network (PYN) is a nationally-recognized, intermediary organization dedicated to improving the education outcomes of Philadelphia's youth. PYN organizes its work around four core functions. The first function involves leveraging, coordinating and managing the public and private investments directed at youth education and workforce development in the Philadelphia region. PYN's second core function is convening and leading cross-sector partnerships and initiatives that enhance opportunities available to Philadelphia youth. PYN is also responsible for designing, managing and replicating effective program models that prepare Philadelphia youth for the future workforce, focusing particularly on youth that live in poverty, have dropped out, or are at risk of dropping out of school and/or are involved with public care systems. Lastly, PYN organizes these program models into coordinated service and delivery systems.

Responsibilities include, but are not limited to:

- Coordinating internal communications and marketing requests, including developing timelines, procuring printing, and acting as the liaison between the requester and the Communications and Marketing department
- Interviewing and photographing youth program participants to create profiles for print and electronic publications
- Performing competitive and industry research
- Drafting PR materials, web content and internal communication content
- Discovering and creating proactive publicity efforts and media pitches
- Assisting with monitoring and developing content for organization's social media accounts
- Collect and manage media clippings and broadcast coverage
- Proofreading materials for quality and consistency

Successful candidates must:

- Have an interest in and basic understanding of marketing, public relations and social media tactics
- Transition easily from working as a part of a team to working independently without micromanagement
- Have a desire to both contribute to and learn from the experience

Requirements

- Excellent writing, computer and interpersonal skills
- Strong organizational ability and attention to detail
- Working knowledge of social media platforms, including Twitter and Facebook

Schedule

- 20 hours per week

How to apply

Send cover letter, resume, and two writing samples via e-mail to:

Philadelphia Youth Network
Communications and Marketing Department
714 Market Street, Suite 304
Philadelphia, PA 19106

E-mail: communications@pyninc.org