

INTERNSHIP POSITION DESCRIPTION

JOB TITLE: Social Media & Marketing Intern
DEPARTMENT: Community and Human Services
REPORTS TO: Community Outreach Coordinator

ORGANIZATION:

Park Heights Renaissance, Inc. (PHR) is a 501(c)(3) organization whose mission is the revitalization of Baltimore's Park Heights community, which comprises 13 distinct neighborhoods and more than 30,000 residents. A young and dynamic organization, PHR is implementing a master plan for the community that includes housing development, commercial redevelopment, community capacity building and outreach, and human development. The activities of PHR are grouped into four areas: development, education, beautification and public safety.

EXPECTATION OF ALL EMPLOYEES:

Employees will support the organization's mission, vision and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect, personalization, commitment to our community, and accountability.

DUTIES AND RESPONSIBILITIES:

Specifically, the Social Media & Marketing Intern will:

- Develop and post content for PHR in several social media outlets including Facebook, Instagram, Twitter, YouTube, and Snapchat
- Review and implement best practices for social media campaigns and develop new strategies for the organization
- Attend weekly meetings, craft blogs, live Tweets, post photos, etc.
- Boost followers on social media accounts
- Co-create and support fundraising campaign
- Assist in developing and contributing to public relations and marketing activities

QUALIFICATIONS:

The ideal candidate will enjoy taking the initiative, work on multiple projects independently and be eager to learn. Our internships are offered year-round. We are accepting enrolled college students in their Junior or Senior year and/or Graduate students with a major in Marketing, Communications, Business, English, or another related subject. Must have experience using multiple social media platforms. Must have a passion for positive social change!

COLLEGE CREDIT:

We offer college credit for all accredited colleges and universities that accept it. Provide us with your school's paperwork and we will complete it on your behalf.

**** Interested candidates should submit their resume to Tony Bridges, Director of Human Services and Operations for Park Heights Renaissance: tbridges@phrmd.org.**