

October 31, 2017

## **Philadelphia Youth Network - Philadelphia**

### **PR & Social Media Intern (Spring 2018)**

#### **Internship**

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

#### **Responsibilities include, but are not limited to:**

- Managing social media profiles
- Discovering and creating proactive publicity efforts and media pitches
- Drafting web content and internal communication content
- Collecting and managing media clippings and broadcast coverage
- Performing competitive and industry research
- Proofreading materials for quality and consistency

#### **Successful candidates must:**

- Demonstrate interest in social media, and media and communication strategies
- Understand dominant social networks and best practices for sharing and increasing engagement over them and have an awareness of current social media trends
- 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**

- Must be able to earn school credit for the internship
- Working knowledge of social media platforms (including Twitter, Instagram, Facebook and LinkedIn)
- Basic knowledge of Microsoft Word, Excel and Power Point
- Excellent writing, computer and interpersonal skills

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- Strong organizational ability and attention to detail

Job Type: Internship

Required education:

- High school or equivalent

Apply at: <https://www.indeed.com/cmp/Philadelphia-Youth-Network/jobs/PR-Social-Media-Intern-f3c6e5f589e2628c?q=communications+intern>