



P.E.A.R.L. Girls™
Poised, Elegant, And Responsible Leaders

Social Media, Marketing, and Communications Intern

About P.E.A.R.L. Girls:

P.E.A.R.L. Girls is an organization located in Dallas, Texas. Since 2006, we have been dedicated to providing self-esteem enhancing programs for girls that uplift, educate, and motivate!

Our programs focus on (5) main areas of self-development:

- Education
- Etiquette
- Self-Esteem
- Inner-Beauty
- Empowerment

We aim to build our young ladies of today into confident, empowered women of tomorrow!

Intern Job Description:

Always on Facebook? Constantly Tweeting? Do you follow the latest trends, ideas and online memes?

Use your media obsession for a good cause by enhancing the P.E.A.R.L. Girl's online and community presence!

P.E.A.R.L. Girls is seeking a dynamic, self-directed, driven individual with strong social media and communication skills to join our Marketing & Outreach team. This internship is an excellent opportunity to experience various aspects of marketing while empowering girls in the community.

We are seeking an intern who is motivated and passionate about enhancing girls' self-esteem and is ready to take initiative on new programs with strong knowledge and understanding of social media campaigning. The ideal candidate has excellent English writing skills, is well-acquainted with Twitter, Hootsuite, Facebook, Instagram, and Blogging and is ready to work independently.

Time and Location Requirements:

This internship is home-based, which makes it quite flexible, however interns should expect to work approximately 10-12 hours per week independently. Interns are also required to attend scheduled P.E.A.R.L. Girl events.

Intern responsibilities:

- Grow and maintain our social media presence (via Facebook, Twitter, YouTube, Instagram, etc.) and optimize our user interfaces
- Post daily news, updates, reports and information on social media outlets while engaging with followers
- Assist in creating and implementing strategic and innovative social media campaigns aimed at increasing awareness of P.E.A.R.L. Girls, expanding outreach, and improving communication with our target audiences
- Develop, collect and manage content including stories, anecdotes, special event information, and announcements to be shared online
- Assist in planning, writing and managing e-blasts
- Draft, distribute and pitch news releases, media alerts and other stories
- Collaborate with staff on new ideas, directions, and tools for marketing and communications
- Assist in building and maintaining our outreach event calendar by identifying appropriate community events such as health fairs, neighborhood organization and coalition meetings, family events and parent teacher meetings to attend
- Update and maintain our database of public, community and school contacts
- Prepare weekly reports and maintain regular contact with supervisor

Qualifications:

- Highly motivated, undergraduate or recent graduate with a strong interest or background in girls empowerment, self-esteem, and youth development
- Prefer GPA of 3.0 or higher
- Direct experience working with Social Media Channels (Blogging, Facebook, Twitter, Instagram, etc.)
- Strong communication skills with attention to detail
- Top-notch social skills
- Organized, with an ability to keep deadlines and commitments
- Enthusiasm, sense of humor and a positive, can-do attitude
- Creative and Proactive - we would love to hear your ideas!
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- Creative/graphic design software skills a plus but not required

Pay & Benefits:

This is a non-paid internship. However, we are happy to work with your school in order to help you receive college credit for your internship. Opportunities to present at workshops and specialized independent projects where interns lead from start to finish are available. A recommendation letter will be provided at the end of the internship term provided the responsibilities are completed professionally and accurately.

Start Date:

Position open until filled. Requires independently working 10-12 hours a week, and a 3 – 6 month commitment.

To Apply:

Please send us your resume and cover letter to Info@Pearl-Girls.org, as well as a possible Facebook and Twitter post for P.E.A.R.L. Girls. Feel free to pick any topic you feel is relevant - show us your creativity!

In your cover letter, please include the following:

- Name of your school and year you are in (or year you graduated)
- Department you are in/ Major of study and if you can gain credit for your internship
- Your ideal start and end dates

The subject line of your email should include your full name and "Social Media Intern Application". Please call (972) 795-5577 if you have any questions.

For more information on P.E.A.R.L. Girls, please visit www.Pearl-Girls.org.

**P.E.A.R.L. Girls is an equal opportunity employer.*