



THE JUNIOR LEAGUE
OF THE CITY OF NEW YORK, INC.
130 EAST 80TH STREET
NEW YORK, NY 10075
212 288-6220

Job Description
Summer 2021 Communications Intern

Location: New York, NY - Remote
Industry: Nonprofit

Internship for College/University Credit
Exempt
Reports to the Communications Manager

Organization:

Since 1901, the New York Junior League (NYJL) has responded to New York City's most pressing socioeconomic challenges. Led by more than 2,000 women volunteers, the NYJL is committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

The NYJL works with more than 60 community-based organizations to advance children's social-emotional learning and to provide life skills programs to youth and adults who are navigating periods of difficult transition. Bringing their diverse experiences and talents, NYJL volunteers engage women and children in health, education, and arts workshops specially customized to their needs--particularly during the ongoing pandemic when many are experiencing mounting hardships compounded by uncertainty. The NYJL also advocates with state and city government for women- and children-centered policies and develops volunteers' leadership skills for service in the NYJL and on other nonprofit boards. Strengthened by its dedicated volunteer network and anchored by 120 years of service to NYC, the NYJL cultivates a community that reinforces women's personal relationships and collective power as drivers of positive change.

To learn more, please visit the website at www.nyjl.org.

Position summary:

The New York Junior League seeks a current undergraduate- or graduate-level student **to receive university credit for an internship** with its Communications team, **for 10-15 hours, over 2-3 days during the week throughout Summer 2021**. The Communications intern would assist in the creation and publication of communications campaigns and initiatives and provide general support to the NYJL's Communications team, comprising staff and NYJL volunteers.

The term of the internship is flexible but would begin in May/June 2021 and conclude in August/September 2021.

The intern would have the opportunity to develop or strengthen the following skills:

- Management of essential communications platforms: WordPress; MailChimp for email campaigns; social media publishing; Digital Cheetah; Trello for project management and productivity; and Canva for the creation of promotional graphics
- Standard practices for nonprofit communications: communications strategy implementation; brand consistency; campaign planning; email marketing; content creation for Instagram and Facebook, with opportunities to learn more about LinkedIn and Twitter; and research and fact-checking practices.

- Broader issues and programmatic areas related to NYJL's work, including but not limited to: housing and food insecurity; adolescent health and development; life skills and job readiness education; women's and children's health; public and arts education; gender-based violence; state- and city-level advocacy

Responsibilities include:

- Support content planning for the new fiscal year, in alignment with NYJL's strategic plan and communications strategy
- Collaborate with NYJL's volunteer committees to identify and produce stories for marketing emails, blog articles, social media posts, and grant proposals
- Assist with the development of messaging for use in event promotions, marketing materials, press materials, social media posts, talking points, and other projects
- Support routine communications functions: updating NYJL's external and internal websites, creating NYJL's weekly volunteer newsletter, designing emails, and posting on social media channels
- Help collect and analyze data on NYJL's communications efforts
- Assist with special projects, as needed

Intern-directed special project (optional):

The intern would also have the opportunity to pitch and work on a special, long-form project that meets their specific interests, educational pursuits, or professional development goals. Such a project may be a social media campaign, video or photo essay, an issue-focused investigative article, a series of interviews with NYJL volunteers, or an in-depth analysis of NYJL's communications metrics with recommendations.

Required skills and qualifications:

- Currently enrolled in a college or university program that will provide credit for completing this internship
- Excellent writing, editing, and proofreading abilities
- Strong research skills
- Some knowledge about Instagram, Facebook, Twitter, and other social media platforms
- Desire to learn more about nonprofit-driven communications
- Knowledge of Microsoft Office and Google Drive applications
- Good interpersonal skills and attention to detail
- Ability to work independently and meet deadlines

Desired, but not required, experience with the following tools:

- Intranet and content management: Digital Cheetah and/or WordPress
- Graphic design and photo editing: Photoshop, Lightroom, Illustrator, and/or Canva
- Project management and publication platforms: Hootsuite, Later, Trello, Slack, and/or Asana

Application:

For more information or to apply for this position, please email your cover letter and resume to: HR@nyjl.org.

Application deadline:

Position is available immediately. Applications will be reviewed on a rolling basis.

The New York Junior League is an equal opportunity employer. We recruit, hire, upgrade, train, and promote for all positions and job classifications without regard to race, color, religion, creed, gender, national origin, age, physical or mental disability, marital, veteran or disabled veteran status, sexual orientation, or any other status as a member of any other legally protected group or activity.