



## **BOYS & GIRLS CLUBS**

OF ATHENS

**Job Title: Social Media & Marketing Intern**

**Organization:** Boys & Girls Clubs of Athens

**Location:** Athens, Georgia

**Duration:** 2024 – 2025 School Year

**About Boys & Girls Clubs of Athens:**

The Boys & Girls Clubs of Athens is a nonprofit organization dedicated to providing a safe and enriching environment for youth in the community. Through various programs and activities, we aim to inspire and enable young people to realize their full potential as productive, responsible, and caring citizens.

**Position Overview:**

We are seeking a motivated and creative Social Media & Marketing Intern to join our team. This internship offers valuable hands-on experience in social media management, digital marketing, and content creation within the nonprofit sector. The ideal candidate is passionate about youth development, possesses strong communication skills, and thrives in a collaborative environment.

**Key Responsibilities:**

- Create and schedule content for social media platforms (Facebook, Instagram, Twitter, LinkedIn) to increase engagement and awareness.
- Monitor social media channels and respond to inquiries and comments in a timely manner.
- Assist in developing social media campaigns to promote events, programs, and fundraising initiatives.
- Collaborate with staff to gather content, stories, and photos from club activities and events.
- Research and identify trends, best practices, and new opportunities in social media and digital marketing.
- Support the creation of marketing materials such as flyers, posters, and digital graphics.
- Assist with email marketing campaigns and newsletters.
- Help maintain and update the organization's website with current information and content.
- Provide administrative support to the Marketing and Resource Development team as needed.





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### **Qualifications:**

- Current enrollment in or recent graduate from a relevant undergraduate program (Marketing, Communications, Digital Media, etc.).
- Strong written and verbal communication skills.
- Proficiency in social media platforms and scheduling tools (e.g., Hootsuite, Mailchimp).
- Basic knowledge of graphic design tools (Canva, Adobe Creative Suite) is a plus.
- Ability to work independently and manage time effectively.
- Passion for community service and youth development.

### **Benefits:**

- Gain practical experience in social media management, digital marketing, and nonprofit operations.
- Develop skills in content creation, campaign planning, and audience engagement.
- Networking opportunities with professionals in the nonprofit sector.
- Potential for academic credit (if applicable) and professional references.

### **To Apply:**

Please submit a resume and cover letter outlining your interest in the Social Media & Marketing Intern position at Boys & Girls Clubs of Athens. Include any relevant coursework, experiences, or skills that demonstrate your qualifications for the role. Please send to **Kethia Gates** at [kethia@greatfuturesathens.com](mailto:kethia@greatfuturesathens.com).

**Application Deadline: September 18<sup>th</sup>, 2024**

\*\*\*Note: This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it. Tasks may be subject to change based on organizational needs and intern capabilities.\*\*\*

