



Communications Intern– Description

Title: Communications Intern

Department: Development

Reports to Development Director

Job Summary

- This position is responsible for executing the communications strategy and marketing plans.
- Develop website content, manage social media on a daily basis, help to write key publications, and gather stories and photos from programs.
- This position is an active part of the development team as well as becoming involved with other department projects and events as necessary.
- The goal with this position is to support Pure Game with capacity building during covid-19 pandemic.

Role Responsibility

- 35% Website & Social Media Content
 - Develop new content and maintain website. Write new stories, create new pages, and solicit updates from other departments.
 - Assist with writing eNewsletters for donors based on a calendar and ensure that eNews stories connect to existing or new pages on the website.
 - Work with website design vendors to implement design changes to the website.
 - With the Development Director, execute social media strategy
- 35% Marketing & Communications Publications
 - Assist in writing content for key organization publications including the newsletter and blogs.
 - Conduct frequent client interviews to be used for newsletters, direct mail, website, press conferences, etc.
 - Maintain the Pure Game's photo library by taking photos, seeking pro bono photography, or contracting with paid photographers, to capture our work and the work of our partners.
 - Assist to develop video content for use on the website and in social media.
 - Assist to design ads, flyers, banners, brochures, fact sheets, event signage, invitations, etc. as needed.
- 20% Public Relations



- Collaborate with the Development Director, develop public relations strategies for events and announcements as needed.
- Write press releases and send them to appropriate press outlets as needed.
- Maintain press list with accurate contact information.
- Assist in analyzing and reporting impact of communications on organizational success.
- 10% General Development & Office Work
 - Assist with the organization and implementation of Development department events.
 - Help establish and maintain internal communications to keep staff informed of the work of the organization.

Qualifications

- Experience in journalism, communications or related field required. Demonstrated ability to write strategic communications pieces for an organization, including press releases, newsletters, website content, etc. Knowledge with WordPress content management platform. Knowledge on managing social media for an organization preferred. Knowledge in non-profit communications and/or fundraising preferred. Excellent written and oral communication skills.

My Best Self - To be my best self for the organization and myself I need...

Being Part of and Supporting Pure Game's Culture

The Field Champion, with the other members of the Pure Game team, is guided by behaviors that will help produce performance that reflect the Pure Game slogan; "Life, played at full potential". These behaviors include but are not limited to:

- Be Reliable - take ownership of the duties and responsibilities covered above.
- Be Energetic - show a thirst to continue to develop and learn new things and bring that excitement and joy to the Pure Game program.
- Be a Leader - lead by example; what you teach, you do for yourself.
- Be Creative - think outside the box, and don't be afraid of trying new things.
- Be Accountable - take ownership of your responsibilities.
- Develop Interpersonal Skills - make and sustain relationships that help in the growth and development of the Pure Game program.
- Be a Self-Starter - start projects and manage deadlines, without full oversight.
- Be a Team Player - do not be afraid to reach out for help when needed and/or help others when they are in need.

1) Submit a resume via e-mail to: heriberto@thepuregame.org

2) Please place "Communications Intern," and your last name in the subject heading