



## Marketing & Public Relations

**Job Title:** Marketing and Public Relations Intern

**Country Profile:** US Programs

**Location:** 30 Jay Street; Lower Level Schenectady, NY 12305

**Period:** SPRING, SUMMER or FALL

### Position Description:

Through incisive written communication and careful networking skills, the Marketing and Public Relations Intern assists the SENG Executive Director in managing strategic relationships within the gifted community, businesses, organizations, foundations and individuals. Learn and perfect critical marketing, public relations and administrative skills applicable in both the for-profit and nonprofit sectors while contributing to meaningful social change.

### Responsibilities:

- Participate in the implementation of SENG Marketing and Public Relations Strategy
- Assist with the development of SENG's media and outreach materials and story archive
- Support content development for SENG Social Media Channels, specifically: Facebook, Twitter, Tumblr and LinkedIn
- Assist with the publication of SENGvine, SENG's monthly newsletter

### Requirements:

- Pursuing a degree in communications, marketing or related field, or equivalent experience
- Excellent verbal and written communication skills
- Ability to work independently
- Strong organizational skills with attention to detail
- Personable and professional demeanor and appearance with excellent coordinating and networking skills
- Ability to work effectively with people from other cultural backgrounds
- Proficient in MS Office Applications (Word, Excel, Outlook, Power Point)
- Ability to maintain confidentiality regarding client/donor information

### Commitment:

- Minimum commitment of 10 hours/week for a minimum of 3 months
- Availability during SENG business hours (M-F, 9.30am to 4:30pm EDT)

**Reports to:** The Marketing and Public Relations Intern will report to the Executive Director and liaise with the SENG Communications Manager.

**To Apply:**

Submit a resume, **cover letter**, and **internship application** to the Internship Coordinator, at <mailto:volunteer@sengifted.org> Some positions may require additional documents. Applicants will not be contacted for interviews until all materials are received. While the above is a description of the essential functions of the position, other duties may be assigned. This job description is subject to change at the discretion of management. SENG – Supporting the Emotional Needs of the Gifted is a 501c3 organization.

