

INTERNSHIP ANNOUNCEMENT

Term: Summer, Fall and Spring Terms

Marketing & Public Relations Intern



Momentum Undergrad/Grad Student Intern - Part-time, approximately 12-15 hours per week

This internship opportunity is available for all terms annually. This internship focuses on marketing and public relations. Other Momentum interns have come from these majors: Business, Non Profit Administration, Women's Studies, Pre-Law, Family Studies, English, PR/Marketing, Leadership Studies, Sociology, and Communications

About Momentum:

Momentum is Alabama's premier women's leadership program, empowering a diverse group of promising women to achieve their full leadership potential in order to impact the cultural, political and business environment of Alabama. As a nonprofit, Momentum is funded through corporate sponsors, individual contributions, Momentum Alumnae Program annual dues, and program tuition. For more information go to www.momentumleaders.org.

About the Internship:

The marketing and public relations intern will gain valuable experience raising awareness for Momentum's strategic vision of advancing women in leadership, empowering emerging women leaders, and becoming the *go-to* source for data on women in leadership in Alabama. The primary responsibility for the intern is to cover all of the great things happening at Momentum and promote them through web updates and social media, as well as curate and disseminate our thought leadership content. We are looking for our intern to commit to 12-15 hours per week. Course credits may be earned and some compensation would be considered for the right candidate/level of experience.

About the Job Responsibilities:

- Update www.Momentumleaders.org website using a Content Management System
- Create content for social media per the editorial calendar
- Assist with the database and customer relationship management system
- Assist in the planning, logistics, promotion and execution of special events
- Conduct online surveys to gather research data; compile and report on results
- Assist with media relations
- Write Blog Posts on relevant topics
- Plan and create digital marketing campaigns and communications
- Podcast planning and promotion
- Assist with creating proposals for new sponsors and community partners

Ideal Qualifications:

- Proficient in Microsoft Office and knowledgeable about Adobe products
- Professional and Independent worker with a high level of accuracy
- Great writing and communication skills
- You love to interview people and write intriguing articles.
- Expertise in Canva, WordPress, and Constant Contact or similar programs is a plus

Send resume & letter of interest to Tina Upshaw: tupshaw@momentumleaders.org

Our office is conveniently located at Pepper Place within walking distance or short bike/car ride to many excellent dining options at Pepper Place, Avondale, and downtown.

Our Address:

2821 2nd Ave South, Suite B-1 Birmingham, AL 35233

Phone: 205.321.6100

www.momentumleaders.org

Facebook: @MomentumLeaders

Instagram: MomentumLeaders