



Position: Integrated Marketing Volunteer

Responsible to: Director of Communications & Volunteer Services

Location: Girls Incorporated of Worcester (125 Providence St., Worcester, MA)

Organization: Girls Incorporated of Worcester is a non-profit organization that inspires all girls to be strong, smart, and bold.sm Girls Inc. has been serving girls grades K-12 in Worcester County for over 95 years. We offer quality research-based programs in a safe environment and provide opportunities for girls to take healthy risk, build leadership skills, and master physical, intellectual, and social emotional challenges. To learn more, visit www.girlsincworchester.org.

Summary: The Integrated Marketing Volunteer will assist the Marketing and Communications department with a wide variety of web editorial, e-marketing, media relations and special event projects.

Responsibilities:

- Assist in maintaining and developing Girls Inc.'s presence on social media outlets such as Facebook, Twitter, LinkedIn, Flickr and YouTube.
- Research possible interview subjects, story ideas, and promotional outs for organization website and girls-focused online community
- Participate in web editorial, marketing, and social media campaign brainstorming
- Assist with writing and distribution of press releases and public service announcements
- Research traditional and online media outlets for media campaign outreach
- Aid in the design and orchestration of special events
- Assist with filing, database and light office duties.

Work Schedule:

- 12-20 hours per week
- Semester-based, as available:
 - Fall: September – December
 - Spring: January - April
 - Summer: May – August

Qualifications:

- Strong computer skills, proficiency in Microsoft Office
- Working knowledge of the Web and Internet technology
- Excellent organization, writing, and interpersonal skills
- Interest in traditional and social media and marketing, online communities, youth media, and girls' issues

Salary and Application Information:

- Unpaid, college credit only
- Please send resume to Anne McCarthy, Director of Communications & Volunteer Services
- No phone calls please.

AN EQUAL OPPORTUNITY EMPLOYER