

GREAT FUTURES START HERE.



**BOYS & GIRLS CLUB
OF GREATER WATERBURY**

Recognizing the need to provide hands-on work experience not typically available to students in the traditional academic setting, the Boys & Girls Club of Greater Waterbury (BGCGW) offers unpaid internship opportunities to allow students to experience various roles within a non-profit organization, in particular, within a youth service organization. An internship allows qualified students to earn academic credit from their institution, while gaining valuable experience.

The Boys & Girls Club of Greater Waterbury has served the children and teens of Greater Waterbury for over 127 years. Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. We offer programs that focus on academic success, healthy lifestyle and good character and citizenship.

Internship Opportunity:

Social Media/Marketing

We are looking to expand our social media following and build relationships with members and potential members, donors and funders, policy makers and the community at-large to grow our social media presence.

We are looking for students with an interest in marketing and public relations that have an extensive understanding of Facebook, Twitter, Pinterest, YouTube, and Instagram and connections with social media influencers. Help us use social media to tell BGCGW's story, engage the public and enhance our Resource Development Plan. By driving positive growth of followers/fans through social media, we hope to expand our reach.

Applicants must be internet savvy, resourceful, detail oriented and well written, as well as enthusiastic, self-motivated, creative, professional and looking for a challenge to hone your skills while you help grow our social media presence.

Intern(s) will be performing the following tasks:

- Create new profiles and pages (Facebook, Twitter, LinkedIn, YouTube, etc.)
- Upload videos, photo albums, etc.
- Find users to follow/friend/like our business
- Write and post blog posts/tweets/updates, etc.
- Track the growth and the impact of social media on our business
- Reply to comments, messages, etc.

- Report findings to the Director of Development.
- Consistently learn and grow, ask pertinent questions.
- Create and upload Twitter & YouTube backgrounds and edit minor videos.

Skills needed:

- Strong computer skills (Word, Excel, PowerPoint).
- Understanding of online marketing and social media marketing techniques.
- Ambitious with a strong work ethic and an earnest willingness to learn.
- Effective communication and time management skills.
- Ability to work with a team and independently.

Requirements:

- Candidates must be currently enrolled in an accredited college/university or recently graduated (within previous 12 months).
- Candidates must be able to work between 10 - 20 hours per week.
- Candidates seeking academic credit must coordinate with academic advisor.

Applicants should submit a letter of interest and resume via US Mail or electronically to:

Karen Senich
Executive Director
Boys & Girls Club of Greater Waterbury
1037 East Main Street
Waterbury, CT 06705

ksenich@bgcgwater.org

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