



## Marketing, PR and Social Media Internship Opportunity

**Calling all Marketing, Public Relations and Communications majors! Linden Resources needs your research and writing skills and social media knowledge!** Linden Resources, a non-profit organization that provides workforce development, jobs and supported job placement services for people with severe disabilities, has recently undergone a rebranding initiative that resulted in a new name and logo. Now we are seeking your help to create a communications/public awareness campaign that will raise the profile of our organization, programs and services. Linden is located in Arlington, Virginia, near the vibrant Crystal City and Pentagon City shopping centers and is metro accessible via the yellow and blue lines.

**Job Summary:** Working closely with Development and Communications Director, Business Development Director and VP for Workforce Development, Linden's Marketing, PR and Social Media intern will help to develop a program that raises awareness about Linden's programs and services to the community in general and specific targeted markets.

### **Tasks:**

- Research what other similar agencies are doing in the areas of marketing, communications and social media to determine best practices.
- Provide leadership and draft a comprehensive community outreach and communications plan that includes how Linden can most effectively use social media outlets such as facebook, linked in and constant contact, and how we can build our social media contact lists;
- Research communications outlets and create a spreadsheet of prospective media contacts for press releases and to pitch stories;
- Provide leadership for specific direct mail marketing efforts;
- Assist Linden staff with daily tasks as assigned and as needed.



### **Qualifications:**

- You must be currently enrolled as a full-time undergraduate student, continuing as a full-time undergraduate in Fall 2012.
- Must be organized, self-motivated, flexible and team-oriented worker. Friendly, professional demeanor and sense of humor appreciated.
- Interest in marketing, public relations, communications, non-profit management and experience with social media is helpful.

**Commitment:** 8 weeks between May and mid-August, 35 hours per week. Exact dates to be determined depending on your school and work schedule.

**Stipend:** \$2,750, Sponsored by ExxonMobil Community Summer Jobs Program

**Questions:** Contact Kelly Ferris at [kferris@Linden.org](mailto:kferris@Linden.org), with "intern" in the subject line. Visit Linden's website at [www.Linden.org](http://www.Linden.org) for more information.

**Application:** Send resume and cover letter by March 30, 2012 to [kferris@Linden.org](mailto:kferris@Linden.org) with "intern" in the subject line.