

# Guiding Light Orphans, Inc.

## *Communications Internship*

The communications internship supports communications strategies and marketing activities of Guiding Light Orphans, Inc. (GLO) by developing public relations, online communications, and helping with website management. This position entails conveying GLO's message to both internal and external audiences by establishing communication programs that describe and promote GLO. If you are an undergraduate or graduate student majoring in communications and/or related areas, this is the perfect opportunity to gain hands on experience in the field and establish connections.

### **Tasks:**

- Meeting with team members and volunteers to discuss stories you'll convey to the public
- Assist with public relations and outreach to develop partners, donors, product donations, and event sponsors
- Network with people working in media
- Develop potential contacts and opportunities to spread GLO's mission through media, news, and interviews
- Develop graphics, brochures, company fact sheets, logos, media kits and other promotional products
- Assist in preparing presentations, newsletters, literature, promotional, web & external communication
- Update blog on a weekly basis and respond to comments on blog posts
- Assist with fundraising activities including planning, promoting, and working the day of the event

### **Qualifications:**

- Pursuing a Bachelor's degree or higher in Journalism, English, Communications, Marketing, or Public Relations
- Strong communication and writing skills
- Excellent computer literacy
- Internet and social media savvy
- Prior communications work experience is strongly preferred
- Knowledge of PR, corporate communications, and media relations through coursework and/or other internships
- Ability to work in a flexible, fun, and strongly team-oriented environment
- Detail-oriented and well-organized
- Creativity and a can-do attitude
- Ability to take initiative, set priorities, work independently, and manage multiple tasks
- Ability and willingness to adapt to a variety of duties and priorities
- Adequate skills in Microsoft Office, Excel, and PowerPoint
- Sense of humor
- Inherent interest in the NGO field