

Marketing and Program Assistant Internship BFFY Youth Job Corps Program

Overview:

Bright Futures for Youth (BFFY) is providing a one-year paid internship as a Marketing and Program Assistant Intern for the NEO Youth Center as part of its grant-funded BFFY Youth Job Corps program. This program targets youth ages 16-30 that may have experienced barriers to employment and are needing on-the-job training, coaching and supports to obtain the job skills necessary to be sustainably employed. The Marketing and Program Assistant will be supervised, trained, and supported by the NEO Program Director.

Job Purpose:

The Marketing and Program Assistant Intern will be trained to support the NEO Program Director in managing social media platforms that target youth and families. They will create ongoing fun and engaging content showcasing our program, promoting upcoming activities, sharing our mission, and recruiting more followers. The Marketing and Program Assistant Intern will also be trained to create NEO marketing materials including monthly flyers for events, monthly e-newsletter, and our community email distribution list newsletter. They will also be trained to assist with NEO Youth Center programs, activities, and special events. They will supervise and support youth in the after school and summer programs as needed.

Marketing Duties and Responsibilities to Learn and Grow

- Keep the NEO program calendar updated and communicate efficiently with staff about any changes.
- Design and distribute promotional materials and flyers in-house and in the community.
- Attend activities and events occasionally to capture the life of NEO through photos and videos.
- Edit photos to be visually appealing and edit videos to use on different platforms.
- Upload photos monthly into Facebook albums.
- Create and schedule social media posts on Instagram, TikTok, YouTube and Facebook using Hootsuite.
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and more).
- Work with Bright Future for Youth's graphic designer and Director of Development and Communications as needed.
- Ensure a cohesive, relevant, branded look on social media platforms (e.g. Facebook timeline cover, Instagram story highlights).
- Suggest and implement new campaigns to develop brand awareness and engage with youth in fun, creative ways (promotions, giveaways, challenges, etc.).
- Respond to messages and comments promptly and connect followers to NEO staff as needed.
- Create monthly e-newsletters to showcase programs, engage donors, and volunteers, and promote upcoming activities.

- Create content to feature a monthly health theme & share relevant videos, articles, and quotes.
- Research industry innovations and tools.
- Work in the youth center one day a week to build relationships with youth & gather input on social media content.

Program Duties and Responsibilities to Learn and Grow

- Work closely with the Youth Development Coordinators to lead group activities at the NEO Youth Center. Assist youth one-on-one as needed for certain activities.
- Assist Youth Development Coordinators with the development and implementation of program activities
- Assist Youth Development Coordinators with youth and parent/guardian communication around NEO Youth Center programs, activities, and special events. This involves emailing/ mailing out detailed information to youth/families, collecting forms that are required, tracking RSVP's, and making reminder calls.

Other Duties and Responsibilities

- Attend weekly NEO staff meetings and provide updates.
- Attend BFFY events and activities as needed or requested.
- Attend and help with fundraising activities as needed or requested.
- Attend BFFY and other program meetings as requested.
- Complete professional development, skill-building training, and other required training as directed.
- Provide general office or program support when needed.
- Willing to work evenings and occasional weekends.
- Maintain a professional appearance.
- Always maintain full confidentiality about youth and families.
- Perform other related duties as assigned.

Qualifications

- Must be between the ages of 16 and 30
- Some knowledge of, or interest in learning about social media platforms, including Instagram, TikTok, YouTube and Facebook
- Interest or previous experience working with youth
- Ability to engage youth in conversations and willingness to learn new games and activities that they enjoy
- Attention to detail
- Strong verbal and written communication
- Strong organizational skills
- Strong time management skills
- Ability to work in a cooperative environment
- Ability to communicate needs to learn and perform duties and responsibilities well