



[www.picdiversity.org](http://www.picdiversity.org)

## Social Media and Marketing Intern with PicDiversity, Inc.

**PicDiversity's Mission:** PicDiversity, Inc. creates photos and videos to inspire kids to pursue their dreams. Media is a powerful tool to combat prejudice and encourage inclusion. Whether a classroom image is used to demonstrate a behavior, or to give kids role models and heroes, these pictures should reflect the diversity of our kids. This is the need PicDiversity meets.

**Internship Description:** The Social Media and Marketing Intern will work to further this mission through social media and marketing. Specifically, Intern responsibilities include:

- Developing PicDiversity's social media presence with mission-related content
- Creating periodic Online campaigns to increase awareness and support
- Setting a calendar for content management
- Overseeing and publishing the quarterly newsletter
- Promoting site and donations through marketing strategies
- Working with a graphic designer to create content
- Emailing individuals who respond to marketing campaigns

**Compensation:** Position is unpaid.

**Length:** Determined on case-by-case basis.

**Qualifications:** Student pursuing degree in advertising/communications/public relations/marketing or similar studies.

Application Instructions: If interested, please email is a cover letter and resume to [Rachel@picdiversity.org](mailto:Rachel@picdiversity.org). For more information on the company, please also visit the website at [www.picdiversity.org](http://www.picdiversity.org).

3320 N. Leavitt St. #2

Chicago, IL 60618