



POSITION PROFILE

Marketing & Communications Intern

Women Creating Change (WCC)

New York City (Hybrid)

ABOUT WOMEN CREATING CHANGE

WCC is committed to advancing gender equality, with a focus on uplifting underserved women of color. Through leadership development, research and advocacy, we equip women to become champions for themselves, their families, and their communities.

Our aim is to drive policy change and restructure systems to create a more equitable New York City.

THE OPPORTUNITY

WCC is seeking a Marketing and Communications Intern who will play a pivotal role in positioning WCC at the forefront of civic engagement work in New York City.

POSITION SUMMARY

WCC is seeking a creative, detail-oriented, and self-motivated Marketing & Communications Intern who is adept at social media management, project management, communications, writing, and research. This role will work with and report to the Sr. Manager of External

Relations. The intern will play a key role in managing and updating the WCC website, social media presence, and supporting other projects as needed. This role offers a unique opportunity to gain hands-on experience in a dynamic non-profit setting, contributing to meaningful civic engagement initiatives.

This internship requires a time commitment of 15-20 hours per week for a duration of at least 6 months. Compensation for this role is \$16 per hour.

Key Responsibilities:

- *Social Media Management:* Develop and implement social media strategies including campaigns to increase engagement and visibility for WCC's initiatives. Create and schedule posts, monitor engagement, and respond to inquiries.
- *Website Maintenance & Metrics (wccny.org and civicmattershub.org):* Troubleshoot website issues; update resources, news, and events; brainstorm strategies to increase engagement; track, analyze, and communicate relevant website metrics.
- *Research, Writing, and Curation:* Research, verify, organize, and curate civic engagement partners, funders, and other resources. Identify resource gaps and create new civic resources for the Hub; monitor key civic dates, events, and news.
- *Database Management:* Help maintain Customer Relationship Management Database including update customer, constituent and donor information.
- *Team Collaboration:* Support WCC's communications team to develop creative, inviting, and inclusive promotional materials and content.
- Support other projects as needed.

CANDIDATE PROFILE

Strong candidates will offer:

- *Passion for Civic Engagement:* A deep commitment to civic engagement, public policy advocacy, and gender equality.
- *Collaborative Spirit:* Ability to work effectively in a team-oriented environment.
- *Educational Background:* Current enrollment in or recent completion of a degree in Communications, Public Relations, Marketing, Journalism, or a related field.
- *Technical Skills:* Proficiency in MS Office, Google Suite and Google Analytics, CRM, social media platforms, and the ability to quickly learn web-based software applications. WordPress experience is a major plus.

- *Project Management:* Strong project management skills.
- *Communication Skills:* Excellent written and verbal communication skills.
- *Research and Data Organization:* Ability to conduct thorough research and organize data effectively in Excel.
- *Interpersonal Skills:* Ability to build partnerships and work with diverse and underserved communities in NYC.
- *Creativity and Innovation:* A creative thinker and innovator who can proactively identify challenges and actively work to find solutions.

At WCC, we recognize that the best candidates may not always meet every qualification listed in a job description. If you are passionate about our mission and believe you have the skills and experience to thrive in this role, we encourage you to apply even if your background doesn't perfectly match every requirement. We value diverse perspectives and are committed to fostering an inclusive environment where all employees feel empowered to contribute to our work.

APPLICATION PROCESS

To apply, please email your cover letter (explaining why this position at WCC is uniquely suited to your talents) and resume to Attn: Communications Intern Search at employment@wccny.org. No calls please. You will only be contacted if we are interested in pursuing your candidacy. Applications will be considered on a rolling basis.

EQUAL OPPORTUNITY EMPLOYER

WCC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We highly encourage women, non-binary individuals, Black, Indigenous, Asian, Hispanic, Latinx, low-income, and LGBTQ+ people to apply! Please find our values statement [here](#).