



## **Marketing Internship- Marketing & Social Media Coordinator (Non-Paid)**

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GiGi's Playhouse is an established series of Down Syndrome Achievement Centers. Serving children and adults of all ages, each Playhouse provides educational, therapeutic and career development programs at no charge to families; and in a format that individuals with Down syndrome learn best. All programs aim to maximize self-confidence and empower individuals to achieve their greatest potential. Founded by GiGi's mom in 2003, GiGi's has grown into a network of 55 Playhouses including the first international Playhouse in Queretaro, Mexico.

### **Program Overview**

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GiGi's Playhouse seeks a dynamic, self-starter to assist marketing, social media and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing while working for a well-known non-profit organization. This position requires a minimum of 15 hours per week.

#### **SPECIFIC DUTIES:**

- Support content publishing across multiple social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Help analyze content and channel performance and relay information back to the team with actionable recommendations
- Create of calls to action to drive social media engagement (likes, shares, etc.)
- Promote content that drives traffic and creates awareness of our programs
- Monitor and respond to comments, questions, etc. on paid and organic social posts
- Creating infographic
- Contributor to our social media editorial calendar

#### **QUALIFICATIONS AND EXPERIENCE**

Enrolled in a Bachelor's Degree or Master's Degree program.

- Proficient in Google/Microsoft platforms, social media
- Must have social media experience- creating and posting content
- Must be organized and have experience in all social media platforms
- Proper grammar and editing abilities
- An eye for engaging content and understanding how to build audience

For more information, or to apply for this position, please send a cover letter and resume to Katie Vaughan, Site Coordinator, [kvaughan@gigisplayhouse.org](mailto:kvaughan@gigisplayhouse.org).