

## **Marketing-Public Relations INTERNSHIP**

### **ABOUT US:**

Women's Global Leadership Initiative is a non-profit, 501(c)(3) organization, dedicated to creating a community of women with the confidence and determination to serve as leaders in personal, professional, community, regional, and national spheres of influence. By addressing women's need for support, community and education, we believe they will become credible, active decision makers, facilitating positive change in their families, communities, and the world.

**WGLI OPPORTUNITIES: Requirements** We are looking for interns and students who want to create and become engaged in developing marketing strategies and have strong desire to learn and contribute. Must have a positive attitude. This is a perfect opportunity for someone to get their 'feet wet' in the marketing field.

- Media and social networking creating a presence on Facebook, Twitter, You Tube, Linked-in and others to drive brand awareness and consumer engagement.
- Assist in creating a strategy that will integrate and enhance traditional marketing and communications strategies and tactics
- Help establish an appropriate mix of communications strategies and tactics including blogs, social networking sites, social bookmarking, discussion groups, wikis, widgets, forums and others with the end goal of positioning WGLI the media.
- Help manage external online media presence, including presences on Facebook, Twitter, YouTube, MySpace and other sites deemed relevant.
- Develop best practices and recommended rules of engagement for the use of social media for the organization.
- Conduct market assessments, competitive analyses and stay current with emerging social media trends to develop evolving and effective strategies to capitalize on new opportunities as they unfold.

### **TO APPLY:**

All openings at this time are for volunteer's and need to be filled A.S.A.P!! If you are a new graduate, student or someone who has been waiting to put their knowledge to work, please APPLY! Contact Diana Ruiz 707-481-4968 [dianaruiz@wgli.org](mailto:dianaruiz@wgli.org) or Deanna -Stropes 707-829-2943 [deannalink@gmail.com](mailto:deannalink@gmail.com)