



Marketing and PR Intern - Position Description

Martin Luther School, grades 6-12, is located in Queens, New York City. Small, safe and diverse, MLS has prepared students for success in college and in life for 60 years. Driven by our Christian faith, we give students the individualized attention they need to achieve and to soar through respect for each other as they learn, explore and grow.

The Marketing and PR Department's role at MLS is focused on increasing enrollment and financial support by increasing well-curated and targeted communications at all levels (externally and internally).

This unpaid Part Time position (15-20 hours per week) is an excellent opportunity for someone seeking to apply their marketing and PR skills and to learn new ones while acquiring valuable marketing, PR and branding experience in a hands-on environment. Reporting to the Director of Marketing, in this position the Intern will literally interact with everyone at the school from the Press, our Executive Director and other Administrators, Faculty, Staff & Coaches, our students, their parents to Alums, Pastors and members of our community.

The primary responsibility of the intern is content generation based on analytics.

Candidates must have the following skills, qualifications:

- Active, proficient social media follower particularly with Facebook and Instagram
- Good writer in order to be effective and engaging at creating content for blogs, subject lines for e-blasts, captions, short articles, announcements and more
- Good oral communicator in order to gain trust and access to our various audiences (especially our students and faculty)
- Photography and videography experience are plus's.
- PR and/or agency experience is a plus.

Candidates must have the following qualities:

- Energetic, creative, outgoing and very good with people of all ages (students to Alums)
- Passionate about creating stories, building relationships, expanding our audiences/followers through posting, creating & sharing engaging content
- Able to relate to students in our diverse environment
- Good at interacting with students, the media, colleagues and brainstorming new ideas
- Highly organized (for communicating, following up, scheduling, tracking, and organizing files, photos and archives, etc.)

To apply and set up an interview in person, please email your resume and contact information to Jim Bunn, Director of Marketing and PR at jbunn@martinluthernyc.org.