



The Family Place

Special Events & Marketing Intern

Internship made possible by the generosity of the ExxonMobil Community Summer Jobs Program

“I couldn’t have spent my summer any better way, working along the wonderful and talented team at the Family Place through ExxonMobil. I gained useful experience working in a professional environment while also learning about an incredible cause. I would do it again if I could!”

- Lauren Finan, 2018 ExxonMobil Intern

Position Description

The Special Events & Marketing Intern will get hands on experience with development work in a non-profit setting, including but not limited to, fundraising, marketing, social media project planning, volunteering and project/special event management.

Specific projects include:

Special Events

- Coordinate and project plan for Partners Card Ecommerce Pop-Up Shop
- Edit various Partners Card marketing collateral
- Research and create new marketing strategies for Partners Card focused on increasing participation from retailers in area suburbs (specifically in Fort Worth)
- Assist in the management and logistics of the Young Partners Auxiliary Event
- Plan, implement and coordinate logistics for Tea & Tour Events
- Assist in other special events planning as required

Marketing and Social Media

- Develop a plan to help us monetize Partners Card through Ecommerce and various social media platforms, help to brainstorm NEW outlet ideas
- Plan a campaign and activities focused on Domestic Violence Awareness Month – Involve Program Directors throughout the organization

Marketing and Social Media Continued

- Pitch stories (3 to 4) to local media outlets about our services
- Assist in creating email, direct mail, website and social media campaigns to raise funds and to build constituency
- Provide recommendations regarding e-marketing ideas to increase visits to website and social media outlets
- Assist with timelines and implementation of our Donor Touch Point Plan
- Manage Auxiliary and Summer mailings throughout June, July and August

Client Services (Part of Internship Commitment)

- Plan and Assist with Summer Camp and other Children’s Activities at our shelter facilities
- Assist the Volunteer Coordinator with Volunteer Activities as needed

Requirements

- Current full-time undergraduate student; letter of acceptance or class registration for Fall 2019 will be required
 - Attendance at all required events, trainings and meetings per ExxonMobil & Sunwest Communications
 - Communication, Marketing, Public Relations majors preferred but not required

About The Family Place

The Family Place empowers victims of family violence by providing safe housing, counseling and skills that create independence while building community engagement and advocating for social change to stop family violence.



Details

Ten-week period between
June 3 and August 9, 2019
M - Th, 10 AM - 5 PM



Stipend: \$2,750

Paid in bi-monthly installments.
Intern responsible for own room,
board and transportation.



Apply by April 13

Send résumé & cover letter to:
Melissa Sherrill
P.O Box 7999, Dallas, TX 75209
mmsherrill@familyplace.org