



The Family Place Special Events & Marketing Intern

Internship made possible by:
ExxonMobil Community
Summer Jobs
Program

“Working at The Family Place this past summer was so rewarding because I got to combine my passions for marketing and service to others into one amazing experience. The Development Team is so helpful and allowed me to work on a diverse set of projects from Partners Card to creative marketing pieces. I am so grateful for this experience because I learned new skills and was constantly inspired by a wonderful team that is passionate about serving our community.” - Abigail Holman, 2019 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 events
- Edit various Partners Card marketing collateral
- Research and create new marketing strategies for Partners Card
- Assist in the management and logistics of the Young Partners Auxiliary Event - Sneaker Soirée
- Assist in other special events planning as required

Marketing and Social Media

- Develop a plan for Partners Card promotion on social media and other digital platforms
- Plan a campaign and activities focused on Domestic Violence Awareness Month – Involve Program Directors throughout the organization
- Write programing highlight stories based on The Family Place’s client services
- Pitch stories (3 to 4) to local media outlets about our services

Marketing and Social Media Continued

- 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 summer appeal campaign mailings
- Spend one day a week at The Family Place Resale Store designing and managing social media sales

Client Services (Part of Internship Commitment)

- 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 2020 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 1 - August 7, 2020
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 10

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