



D.R.E.A.M., Inc.
342 Broadway, Suite # 378
New York City, NY 10013

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Job Description

Title: Marketing and Public Relations Intern

Location: NYC

Start Date: June 24th, 2013

Position type: Internship

Compensation: Unpaid

Number of roles: 1

Functional Area:

Marketing, Public Relations, Brand Management, Social Media

General:

D.R.E.A.M. (Developing Responsible Economically Advanced Model-Citizens) is a cutting edge, financial education and advocacy 501(c)(3) nonprofit organization committed to empowering underrepresented, urban youth by equipping them with the essential knowledge for life's challenging financial decisions. D.R.E.A.M. is training the next generation of citizens who will foster change within America's urban communities, which will result in a radical shift in the financial practices of America's low-income, urban citizens.

The organization provides workshops, customized instructional sessions, and programs aimed to increase financial literacy knowledge amongst low-income individuals, urban citizens, youth, and young adults.

Role:

The role will report directly to the CEO and work under the Chief of Marketing. S/he must be a strong writer, creative, extremely articulate, and hardworking - with natural abilities and a deep passion for public relations, media relations, and brand management. Applicant should have at least one prior public relations internship experience; however this is not mandatory. Applicant must demonstrate an active interest in pursuing a career in public relations, marketing, or brand management.

Candidates will be required to have the ability to generate media contacts and possess strong writing skills as well as the ability to manage numerous assignments. The position is responsible for working both collaboratively and independently to develop and execute publicity campaigns (at varying priority levels utilizing both traditional and digital media); writing and developing key communication materials, and identifying cross-promotional and integrated publicity opportunities.

The role is highly visible within the organization and requires working cross functionally with all levels of management. This is not a typical internship with coffee fetching and an abundance of administrative tasks. S/he will be expected to make meaningful, daily contributions to the business.

Specific responsibilities:

- Assist with maintenance and management of social media channels
- Update and manage marketing materials
- Plan, develop and execute comprehensive, creative and strategic publicity campaigns



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- Authoring pitches and press releases
- Creating business proposals focused on media relations
- Brainstorming creative ideas and media strategies for campaigns
- Compiling & maintaining media lists
- Pitching to various media outlets
- Securing media coverage
- Tracking media coverage

Qualifications:

- Demonstrated interest in publicity and media relations
- Previous work experience (part-time or internship)
- Sophomore, Junior, or Senior at a top tier college or university
- Experience with Microsoft Office (Excel, PowerPoint, Word, Publisher)
- Strong communication skills (oral and written)
- Ability to communicate mundane topics in engaging manner
- Out-of-the-box thinker
- A demonstrated ability to work under pressure, meet tight deadlines and be able and willing to work on multiple projects and tasks simultaneously
- Excellent written and verbal communication skills
- Ability to cultivate and sustain strong relationships with members of the media
- Strong computer skills, including proficiency in social networking tools

Company Description:

Founded in 2009 by Jalen Thompson and Femi Faoye, two individuals born and raised in urban areas of New York City, D.R.E.A.M. aims to provide youth with financial skills that will eventually lead to the eradication of the current wealth gap between low-income, urban citizens and the broader American population. Although this task may seem daunting, D.R.E.A.M.'s unique curriculum develops and engages students through relevant, hands-on education. Upon completion, graduates of the program will begin leading financially prudent lives and share this newly acquired knowledge with members of their community, thus inspiring change.

If you'd like to learn more, please visit us at www.dream-nyc.org or email us at info@dream-nyc.org.