

# **Boys & Girls Club of Allentown Part-Time Marketing Intern**

## **About Us**

The Boys & Girls Club of Allentown (BGCA) serves over 1,000 children, ages 6-18, across four Clubhouses in Allentown. Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

## **Position Description**

BGCA is seeking a part-time intern to assist with marketing and public relations. Intern should have excellent communications skills, be proficient with all current social media platforms, and be comfortable working both independently and as part of a small team.

Intern will gain marketing and public relations experience while working at a youth-serving nonprofit. The position's duties may vary, depending on the background and interests of the intern.

Depending on the requirements of the intern's school, this internship may qualify for academic credit.

## **Responsibilities**

- Generate written and visual marketing content for BGCA
- Take and edit photos and videos
- Post regularly to BGCA's social media
- Help create and distribute an email newsletter
- Collect, input, and analyze marketing data
- Assist with distribution of marketing materials
- Attend marketing events as a representative of BGCA
- Marketing administrative tasks as needed

## **Requirements**

- Position is primarily in-office, with the opportunity for some remote work
- Must provide own transportation (personal or public) to BGCA
- Must be proficient in Facebook, Instagram, LinkedIn, and TikTok

### **Advantages**

- Bilingual individuals encouraged to apply!
- Photography experience
- Video editing and graphic design/Canva experience

## **To Apply**

Please email résumé and cover letter to Kathryn Best at [bgcabest@gmail.com](mailto:bgcabest@gmail.com).



**BOYS & GIRLS CLUB  
OF ALLENTOWN**