



Girls on the Run NYC
81 Prospect Street
Brooklyn, NY 11201
gotnyc.org

Girls on the Run NYC Communications Internship – Position Description

What is Girls on the Run NYC?

Girls on the Run is a transformational learning program for 8 to 13 year-old girls. We teach life skills through dynamic, conversation-based lessons and running games. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5k running event. The goal of the program is to unleash confidence through accomplishment while establishing a lifetime appreciation of health and fitness.

Position Summary:

The Communications Intern works with the Girls on the Run NYC staff and volunteers to support the Girls on the Run marketing and communications strategies and outreach efforts.

Duties include but are not limited to:

- Assist staff in building and maintaining a long term social media plan and marketing calendar
- Build relationships with our community by managing social media accounts
- Create compelling content to be shared on media accounts
- Coordinate and execute promotion of Girls on the Run news and events on media accounts
- Track social media analytics and report results and new ideas to marketing and communications committees
- Support blog efforts by writing, editing and posting content to the Girls on the Run NYC blog
- Draft press releases and maintain the communications calendar
- Additional opportunities in related projects

Qualifications:

- Excellent research, writing and organizational skills
- Ability to pay close attention to detail
- Fluency in various social media channels
- Eagerness to grow Girls on the Run NYC social media presence
- Photo editing skills (preferred)
- Willingness to work in fast-paced environment
- Belief in the Girls on the Run mission

To Apply:

Email cover letter, resume, and two writing samples to Allison at allison.hauser@girlsontherun.org. Please include your availability (each week, and for the semester overall), and numbers of days per week desired for the internship.

At Girls on the Run NYC, we inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running!