



WNY WOMEN'S FOUNDATION

Communications & Marketing Internship

Duration: February 1, 2024 - March 31, 2025 (with potential for extension)

The mission of the WNY Women's Foundation is to transform systems, culture, and policy to create opportunities for each woman to thrive. We work collaboratively within the community to catalyze change. **We amplify** women's voices to advance equity through data-driven solutions. **We educate and engage** decision makers to advance policies and funding, accelerating the pace of change for issues impacting women. **We empower** women of all backgrounds and identities to achieve economic mobility by eliminating barriers and providing targeted support in education and workforce development. **We advance** women's leadership and gender equity through employer education, individual mentorship, and elevating female entrepreneurs.

Scope: As a Communications and Marketing intern with the WNY Women's Foundation, you will have the unique opportunity to contribute to the development and promotion of a groundbreaking research/educational series. This internship will allow you to immerse yourself in various aspects of communications, marketing, and research dissemination within the nonprofit sector.

Specific Tasks:

- Collaborate with the Knowledge Management Coordinator to understand key findings and insights from WNYWF research
- Draft compelling and engaging content for the research reports, ensuring clarity and accessibility
- Develop a comprehensive marketing strategy to promote the research reports across various platforms
- Create visually appealing promotional materials, including social media posts, infographics, and press releases
- Coordinate outreach efforts to media outlets, stakeholders, and partner organizations in collaboration with the External Affairs Coordinator
- Design and implement a communications/social media plan to maximize outreach
- Monitor and analyze the impact of marketing efforts, providing regular updates to the team

Supervision: You will work under the guidance of experienced professionals within the organization, receiving mentorship and support throughout the internship. Regular check-ins and feedback sessions will ensure a valuable learning experience.

Qualifications:

- Current enrollment in a relevant undergraduate or graduate program
- Strong written and verbal communication skills
- Familiarity with social media platforms and digital marketing strategies
- Ability to work independently and collaboratively in a fast-paced environment
- Creative thinking and problem-solving skills
- Interest in the issues impacting women, with a focus on WNY

How to Apply:

Interested candidates should submit a resume, cover letter, and writing sample to resume@wnywfdn.org. Please include "Communications and Marketing Intern Application" in the subject line. Applications will be accepted until the position is filled.

The WNY Women's Foundation is an equal opportunity employer, we encourage candidates from diverse backgrounds to apply.

Join us in making a positive impact and contributing to meaningful change!