



SAVE THEM ALL™

Marketing Intern - Strut Your Mutt - Best Friends New York Intern Position Description

Overview:

Are you an out-of-the-box thinker who loves to come up with fresh, new marketing ideas? Do you pride yourself on being the consummate communicator? Do you believe (truly believe) that marketing should be used for the greater good, and you want to use it to help animals? Then consider becoming a Best Friends-New York Summer Marketing Intern! We are looking for a go-getter marketing student to spearhead creative and effective promotions for our banner event Strut Your Mutt. This is a great opportunity to learn from fellow animal lovers, build professional skills and apply tools from the marketing toolkit to help save the lives of homeless pets. Learn more about Strut Your Mutt [here!](#)

As the Best Friends-New York Summer Marketing Intern, you will be responsible for promoting our annual Strut Your Mutt event in New York City to potential participants and sponsors through various grassroots marketing efforts. The goal is to increase event awareness and attendance, which will require creativity and resourcefulness and include tactics such as outreach to local businesses/organizations for promotional support, tabling at community events, designing a targeted social media campaign, identifying organizations and community groups to form teams, and organizing volunteer engagement initiatives.

Learning Objectives:

- Build marketing plans that help drive awareness and support to a key fundraising event.
- Research promotional opportunities and targeted initiatives and activate them.
- Develop social media plans.
- Organize and lead groups of volunteer ambassadors.

Start Date: Summer 2017 - flexible on start and end date

Weekly Time Commitment: 20 + hours

Location: Candidates must be based in New York City. The internship will be based out of the Pet Adoption Center [Address: 307 West Broadway, NY, NY 10013]; however, candidates will need to be flexible with completing tasks in a variety of settings and locations (i.e., collaborative work spaces, coffee shops) throughout the city.

Compensation: This is an unpaid internship.

Interns must be enrolled in a college/university academic program and be eligible to receive academic credit through their college or university to participate.

Core Responsibilities:

- Create and execute grassroots outreach events to expand community engagement and participation in Strut Your Mutt. Events may fall on weekends and evenings.
- Organize street team volunteer groups to distribute collateral in key spots that will garner attention and event sign up.
- Outreach to influential animal lovers, groups and organizations interested in promoting and doing outreach for Strut Your Mutt.
- Identify and coordinate marketing opportunities with local businesses.
- Develop an innovative social media plan to support Strut Your Mutt.
- Design and implement promotional initiatives for Strut Your Mutt within our pet adoption center in SoHo.

Qualifications/Requirements:

- Create a Best Friends volunteer profile, if applicable.
- Creative individual who can ideate out-of-the box outreach ideas.
- Computer savvy with a working knowledge of Google Docs.
- Social media experience, including Facebook, Instagram and Snapchat.
- Previous experience in marketing or outreach preferred, but not required.
- Ability to meet deadlines, pro-actively communicate updates, ask questions and report issues to Best Friends staff.
- Must enjoy and be extremely comfortable talking to the public and businesses about the event and the organization.
- Able to accommodate flexibility of scheduling including weekends and evenings.
- Ability to manage time and confidence conducting outreach in a variety of settings.
- Proven leadership skills.
- Passion for animals and animal welfare. Ability to professionally advocate Best Friends' mission and position on issues.
- Self-starter, takes initiative, can take something and "run with it".

To apply, please visit the Best Friends Internships webpage to download an application at <http://bestfriends.org/sanctuary/volunteer/internships>. Please email your application and a current resume to internships@bestfriends.org. If you have questions, please contact Brittany Bingeman, Intern Coordinator at internships@bestfriends.org or 435-644-2001 ext. 4861.

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