Internship Description

Development, Marketing, Events and Communications

Introduction

America SCORES was founded in 1994 by a Washington, DC public school teacher and has since grown to currently serve over 5,000 students in low-income neighborhoods in 15 cities nationwide. It is the only national non-profit organization that partners with urban schools to provide a high quality, team-based program that integrates soccer, poetry and service-learning. Implementing our innovative approach to improve students’ health, academic achievement and civic engagement, America SCORES’ mission is to inspire urban youth to lead healthy lives, be engaged students, and have the confidence and character to make a difference in the world. Partners of America SCORES include adidas, the U.S. Soccer Foundation and the Corporation for National and Community Service. Its active, engaged and committed national board members include executives from the New York Stock Exchange, Thomson Reuters and Eurosport.

This is a chance to combine career interests with a working internship, and to receive valuable training while serving thousands of at-risk youth across the nation. We are currently seeking an inspired candidate to join our national office team as an Intern in the area of Development, Marketing, Events and Communications.

Internship Overview

Reporting to the Development Associate of America SCORES, the Development, Marketing, Events and Communications Intern will be an integral part of a dynamic team. He or she will be responsible for assisting in development efforts and communications initiatives, and will play a key part in planning and coordinating both the student experience and show elements of the 7th Annual America SCORES National Poetry SLAM!, the organization’s marquee fundraising and program event in mid-April 2013, featuring students from around the country reciting their original poetry on stage in New York City. Additionally, the intern will support the needs of the event week, and will become a central point of contact for the event. The successful candidate should have 1-3 years experience in marketing, events, communications or fundraising and/or have either of these areas as a primary area of study. Experience and/or interest in youth and/or education-related organizations is preferred. The ideal internship candidate is self-motivated and possesses excellent written and verbal communication skills. Opportunities for growth and employment may exist upon successful completion of the internship.

Responsibilities

I. Events:

- Plan and coordinate the "poet-athlete" experience for the annual America SCORES National Poetry SLAM! (http://www.youtube.com/watch?v=DH97supUTQc&feature=plcp).
- Be an active member of the event production team, including coordinating rehearsals, scripts, rundowns, stage management and show production.
- Serve as a liaison for program staff from around the nationwide network related to event details and the week’s activities, and participate in calls to brief all on the event experience.
- Update and assist in the design of communication and promotional materials, including event program, schedules and e-mail correspondences.
- Coordinate logistics of student and chaperone travel to NYC, and coordinate logistics of student activities within NYC during the days prior to the National Poetry SLAM! (rehearsals, touring, social activities).
- Assist the national development team with event sponsorship proposals and creative ways to enhance the event and to add value to event partners.
- Assist in planning VIP reception and silent auction elements.
- Assist with venue relations.
America SCORES Internship Description

Lead efforts to evaluate the event and compile analysis and key learnings for future programs.
Draft and send press releases; build and expand relationship with media as applicable, and update lists.
Assist with sponsor fulfillment and promotion.
Assist with sponsorship outreach, fulfillment and promotion.
Help plan and promote other smaller-scale fundraising events, including partnerships with local establishments or support directors with outreach to personal networks.

II. Marketing and Communications:
- Help produce 30-page full-color annual national magazine, Kicker!, including compiling over 100 poems from youth nationwide and organizing into themes, using InDesign to design creative layouts, and facilitating print and proofing process.
- Assist with annual report publication using InDesign to make text, photo and lay out edits.
- Compile content to write and design quarterly external newsletter using ConstantContact.
- Update americascores.org website copy, images, and widgets using Wordpress, as needed.
- Manage national social media channels including finding new content, promoting local content, and writing copy that engages and expands our friends and fans.
- Produce short video summaries that promotes local and national initiatives and events, as needed.

III. Fund Development:
- Manage and upkeep of donor database management using Google Documents and Donor Perfect.
- Research foundation grant opportunities and identify relevance and eligibility requirements.
- Assist in the writing and preparation of foundation grant proposals.
- Design and production of online and print materials for appeal campaigns.
- Assist with donor communications including thank you notes and any requested multimedia.
- Assist national development staff in leveraging national and affiliate relationships.
- Conduct data entry and produce acknowledgement letters as needed.

Additional responsibilities as assigned.

Qualifications
- Strong desire to work for a youth services nonprofit organization with a specific focus on low-income communities; dedication to urban youth and belief in the mission and potential of America SCORES.
- Relevant experience, in work and/or academic environments, with marketing, communications, fundraising and/or event initiatives and an active interest in development, marketing and/or event coordinator.
- Ability to produce high-quality work independently and as part of a team, with flexibility and a positive outlook. Desire to be proactive, take ownership of projects and see them through from start to finish.
- Creative, thoughtful and collaborative approach to project management and problem solving.
- Passion for learning, figuring things out and helping others do the same.
- Experience or a strong desire to work for a nonprofit organization, particularly in marketing, communications and/or fundraising, and/or have either of these areas as a primary area of study.
- Excellent verbal and written communication skills.
- Exceptional interpersonal skills; ability to conduct self with poise under pressure.
- Team player with a passion for youth development.
- Experience or interest in media relations/writing releases and communications materials.
- Excellent organizational and computer skills; intern will be working with MS Word, Excel, PowerPoint, Google Documents, Wordpress, Constant Contact and other web-based applications.
- Computer/graphic design skills preferred, including experience with Adobe Creative Suite (InDesign, etc.).
- Ability to multi-task, independently prioritize tasks and work effectively in a fast-paced, high-volume, deadline-oriented and dynamic organization.
Term and Details
This internship is available starting in January 2013 (and could lead to an ongoing experience for the right candidate). America SCORES offers a flexible schedule and weekly stipend. Only candidates who can work at least 15 hours per week will be considered. America SCORES is centrally located two blocks from Penn Station in NYC.

To Apply
A complete application should include a letter of interest (within an e-mail is acceptable) and a resume in MS Word or PDF format. Please outline your availability (specify hours and days). References may be requested. Please forward applications, nominations, inquiries and expressions of interest to Charly Schwartz at cschwartz@americascores.org. For more information, check out www.americascores.org.

America SCORES Impact
America SCORES has brought afterschool programming to over 45,000 children in under-resourced communities across the nation, providing them with physical, socio-emotional and intellectual support for development, while offering them much-needed extended community of caring peers and adults. America SCORES plays a critical role in these communities by helping students develop literacy skills, healthy lifestyles, and self-empowerment through a comprehensive program that provides a creative afterschool outlet for their emotions and energy. The America SCORES approach to youth development echoes the American Association of School Administrators’ view that a “Total Child” approach is necessary “for all students to become successful, lifelong learners.” Evaluation results across the network show that children who participate in the America SCORES program consistently exhibit increased health, confidence, competence, and social commitment.

EOE