

PR & Marketing Intern

Summary:

Malaika Apparel at its core aims to embody a distinguishable form of revolution. This brand is a practice that defies contemporary norms and aims to celebrate all people of color. The inspiration of Malaika Apparel is a challenge to the social conditions where Black representation is limited to its appropriation. Malaika Apparel is thus a call for agency and the empowerment of the Black/African Diaspora.

Malaika Apparel is dedicated to exhibiting fearless pride. This space is a place where people of color can buy apparel that tells the story of Black/ POC excellence. Malaika Apparel also creates a space for allies to show their solidarity with the essential Pro-Black movements that are ongoing and extremely necessary. Through this brand, we hope to also create products that also focus on the complexities of identity formations.

The Brooklyn Community Pride Center is seeking a public relations and marketing intern for a temporary, part time eight-week placement at Malaika Apparel Co. The intern will report to the CEO and founder Rita Bunatal and collaborate with the Executive Assistant, Multimedia Designer and Jr. Graphic and Web Designer.

Intern candidates should not contact Malaika Apparel directly. Contact information is below.

Scope of Duties

- Take over content creation for all of our company social media accounts, including organizing cross-platform content strategies
- Develop new social media campaigns from the ground up, considering our clients' needs and their specific industries to perform research into our clients' industries and provide actionable tips and advice for expanding their reach in the digital space
- Monitor social channels for trending news, ideas and memes, then capitalize on those trends through our social media accounts
- Work with digital marketing manager to refine social media strategy and best practices
- Assist in managing social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube) and editorial calendar to ensure content is timely, relevant, and engaging
- Prepare and draft weekly updates and reports to send to subscribers, and track growth and success rates of campaigns
- Keep up to date and informed on new social media trends and adapt accordingly
- Identify leaders and influencers and begin to conduct outreach

Qualifications

- Excellent reading, writing, and proofing skills, as well as strong analytical and interpersonal skills
- Ability to take initiative and employ good judgment; leadership skills
- High interest in the continent of Africa and culture
- Able to multi-task
- Computer literacy, including knowledge about social media platforms of all kinds

Characteristics

- Creative
- Team player
- Disciplined
- High interest in social media marketing

Compensation: This is a part-time internship for up to sixteen hours/week. \$13/hour paid through the Brooklyn Community Pride Center. MetroCards provided. No benefits are provided.

Applications: E-mail cover letter and résumé, SahLeem Butler, Youth Pride Program manager, at sbutler@lgbtbrooklyn.org. Subject: [Your name]: [Malaika Apparel Co.] 2018 Internship Position. Please specify in your cover letter how you fit with the above qualifications and characteristics.

Women, people of color and transgender people are encouraged to apply. The Brooklyn Community Pride Center is an affirmative action employer.