Marketing and Social Media Intern

Summary:

The Brooklyn Community Pride Center is seeking a part-time, temporary intern for a six-week placement at Play Out Apparel. The intern will report to Abby Sugar and Liz Leifer.

Play Out is a gender-equal underwear company that does not use gendered pronouns for their clothing - they think that you should be able to buy underwear based on style, fit and comfort and not based on what you call yourself. You will not see descriptions using "men's" or "women's" but rather styles of underwear with a pouch or without a pouch, and all styles are available in all colors and graphics equally - wear whatever makes you feel like YOU and be your authentic self. Play Out's underwear features a super soft 1.5 inch-wide waistband, incredibly soft and breathable fabrics, classic colors and artistic graphics. Proudly and loudly LGBTQ owned, Play Out works with men, women, trans- and gender non-binary individuals of all backgrounds, ethnicities, gender presentations and sexual orientations. We believe that queer fashion is simply fashion.

Scope of Duties

- Manage social media posting calendar and run posts to accomplish goals such as increasing newsletter sign ups, gaining more followers, and promoting sales events.
- Work with digital team to optimize social advertisements.
- Edit e-commerce photos.
- Promote products and increase brand awareness at sales events.
- As needed, assist with photo shoots.

Qualifications

- Fluency with Facebook and Instagram
- Good grammar and spelling
- Some experience with Photoshop a plus
- Some experience with graphic design a plus

Characteristics

- Eagerness to learn
- Enjoys fashion and interacting on social media
- Follows direction
- Good communication skills

Compensation: This is a part-time internship for up to 12 hours per week. $15/hour through the Brooklyn Community Pride Center. MetroCards provided. No benefits are provided.

Location: This is a primarily remote position with some periodic in-person requirements (such as setting one day a week to meet for 3 hours to learn and/or discuss tasks for the week). Scheduling is flexible.

Applications: E-mail cover letter and résumé to Diana Viglucci, Program Manager, at dviglucci@lgbtbrooklyn.org. Subject: [Your name] 2019 Play Out Internship or upload to the
application. Please specify in your cover letter how you fit with the above qualifications and characteristics.

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