



Marketing & Communication Internship

About Detroit PAL

Detroit PAL is a non-profit organization with the mission of Helping Youth find their Greatness. The organization is positively impacting the lives of 8,500 youth each year through athletic and enrichment programs. PAL also empowers the community by training 1,000 volunteers and coaches, by creating safe places for kids to play, and by running quality programs which keep young people healthy and active. Detroit PAL's home office is located at the Old Tiger Stadium on Michigan near Trumbull, which is a hub of programming excellence for youth in and around Detroit.

Key Responsibilities

- Develop and implement a specialized internship project that assist the organization and staff
- Provide support and direction for the Communications, Program, and Athletics Departments
- Engage and grow online engagement through PAL websites and social media
- Improve client and donor outreach through email, print, and direct mail avenues
- Work directly with Senior Non-Profit Leadership
- Work across the organization on multi-departmental projects
- Assist with special projects as needed

Desirable Credentials, Skills and Traits

- Pursuing a degree in PR, Communications, Marketing or other related field
- Strong project management skills
- Willingness to take the initiative and drive progress.
- Strong writing skills (feather-style writing for website and social media)
- Videography and photography experience
- High standard for excellence in execution
- Good written and communication skills
- Ability to be creative and think “outside the box”

General Internship Objectives

- Understand the goals and objectives of Detroit PAL and the present and future marketing and communication strategies
- Gain a better understanding of the challenges of running youth development programs in an urban environment
- Develop an understanding of how programs and fundraising work together at a non-profit
- Learn more about non-profit management and processes

Next Steps

To apply for the position please email your resume and cover letter to intern@detroitpal.org. Please note that this is an unpaid internship.