



Social Media 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 that 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

- Attend youth operating events and capture content through photographic methods.
- Work directly with the Social Media Manager to improve strategies for photography angles and photograph storage
- Brainstorm ideas to help promote Detroit PAL and the Corner Ballpark
- Eventually assist with Social media applications (creating posts, uploading pictures and videos, etc.)

Desirable Credentials, Skills and Traits

- Must be a sophomore, junior, or senior or college graduate.
- Either majoring or have a degree in Public Relations, Creative Media, Digital Media & Marketing, Social Media and Digital Marketing, etc.
- **Must have reliable transportation.**
- Knowledgeable on how to use the camera (presets, differential lenses, etc.)
- Be communicative and responsive - Supervisor would like to be contacted through text messaging.
- Adaptable
- Interpersonal skills (Dependability, Communication, Negotiation, Collaboration, Communication, Building Relationships, etc.)
- Confidence
- Comfortability around children

General Internship Objectives

- Understand the goals and objectives of Detroit PAL
- Gain a better understanding of the uniqueness of running youth development programs in an urban environment
- Learn more about non-profits and program management
- Gain experience in photography and knowledge as well as skills in social media

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.

