



## **About Points of Light**

Points of Light is the world's leading volunteer organization, with more than 20 years of history and a bi-partisan presidential legacy. Our mission is to inspire, equip and mobilize people to take action that changes the world. We connect people to their power to make a meaningful difference, by providing access to tools, resources and opportunities to help volunteers use their time, talent, voice and money to meet the critical needs of our communities.

**A Billion + Change:** A Billion + Change is a national campaign to mobilize billions of dollars of pro bono and skills-based service by 2013. Together representatives from corporate America, foundations, government and the non profit sector are pledging to bring the best of business skills and talents to serve the needs of non profits and communities at home and around the world. We'll be looking to engage 500+ companies and secure pledges of more than a billion dollars in pro bono service commitments over the next two years.

A Billion + Change seeks a communications intern who will support the communications, social media and event support functions:

**Role:** A Billion + Change Intern

**Title:** Marketing and Social Media Intern

**Time Commitment:** 20+ Hours per Week

**Location:** Washington, DC based

**Stipend:** \$500 permonth

**Dates of Position:** January 2011 – June 2011

## **Responsibilities:**

- Conduct media outreach to local and national and social media outlets in support of special events and pledge campaigns.  
Maintain department press kits, general information kits and originals.
- Monitor, collect and post stories about service from pledging companies and web sources
- Assist with logistics and support for Billion + Change special events.
- Writing and editing projects as needed, including press releases, fact sheets, blogs, etc.

- Provide additional support for marketing and fundraising programs and event planning
  - Administrative tasks and other day-to-day duties

**Environment:**

- Works with Billion + Change staff and staff of partner organizations and pledge companies.
- Works in the Billion + Change office in Washington, DC or with prior coordination from home
- Schedule is flexible 20/hrs week

**Learning Objectives:**

- Understand components of a national marketing campaign and how different channels integrate for success
- Understand corporate engagement in socially responsible activities both for social and organizationally value
- Practice classroom concepts for social media, presentation and media engagement

**Qualifications:**

- Graduate student
  - Excellent organizational skills
  - Good writing, editing, research and oral communication skills
  - Interest and background in communications, media relations, writing a plus
  - Familiarity with social media and content management
  - Campaign experience a plus
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Please send resume and cover letter and a 2-3 page writing sample to:

[abillionpluschange@gmail.com](mailto:abillionpluschange@gmail.com)

Subject Line: Marketing Intern

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