



## **PCI Media Communications Intern (Unpaid)**

Join our dynamic New York City office and learn how we use creative, social media storytelling to empower social and environmental change.

The selected candidate will work closely with our staff to develop both digital and print communications materials, support and drive our online outreach and social networking, and help keep our digital presence fresh and dynamic. We expect interns to join us for at least three months and work three to four days a week. This is an unpaid position.

### **About PCI Media Impact**

PCI Media is an award-winning, non-profit organization that produces culturally resonant television and radio programs and communication campaigns, in partnership with local and international organizations, to achieve national, regional and global impact.

At the heart of our work are compelling narratives that celebrate the positive and reflect our “Love Not Loss” approach to tackling difficult issues. We are a leader in the field of Social and Behavioral Change Communication (SBCC); the strategic use of communication to promote positive outcomes in health, environment, and social justice. Grounded in social science and communication theory, we employ a systematic, participatory process that utilizes television, radio, video, print, social media, interpersonal channels, and community mobilization to achieve defined objectives at the community, national and regional levels.

Together with our partners around the world, we have produced more than 5,000 episodes of 100 television and radio productions, reaching more than one billion people in over 60 countries.

For more information, please visit [www.pcimedia.org](http://www.pcimedia.org).

## Job Description

The selected candidate will work closely with our staff to develop both digital and print communications materials, support and drive our online outreach and social media efforts, and help keep our digital presence fresh and dynamic.

Responsibilities will include but are not limited to:

- Create content campaigns that align with marketing objectives and company goals
- Produce, write, design, and schedule content for our website and all our social media platforms which includes our Facebook, Twitter, Instagram, LinkedIn
- Perform online and/or on-the-ground primary research for blog posts, storytelling, articles, vlogs, and other content
- Write and A/B test our web/ad copy, including Calls To Action (CTA)
- Assist with organizing our media archive, including conducting outreach to current and former partners for materials and testimonials
- Complete organic metadata (alt tags) on media hosted on our website

## Qualifications

- Ability to research and learn about a wide range of topics
- Experience working with content management systems, such as WordPress
- Excellent teamwork, communication, and organizational skills
- A keen sense of emerging trends in digital communications
- Ability to work both with a team and independently
- Strong writing and research skills that can be adapted for our storytelling tone of voice
- Organized and detail-oriented, yet also flexible to move with the needs of senior staff
- Comfortable in Word, Excel, PowerPoint and other similar programs
- Enjoys working with people from diverse backgrounds
- An insatiable curiosity about world affairs and the SDGs (Sustainable Development Goals)

Additional filmmaking and Adobe Creative Suite skills are all assets that could be used for special projects.

## How to Apply

Along with a resume, please send a cover letter that explains what you see as important communications principles, and any experience you have with communications, and writing for websites and social media. Also, please send us two writing samples and a description of your social media experience. Finally, tell us about your time frame for an internship.

Please send your application to [arose@pcimedia.org](mailto:arose@pcimedia.org), with “*Social Media Communications Intern*” in the subject line. We will confirm receipt of your application. We will conduct interviews on a rolling basis, as we receive applications.