



Using Sport to Promote Gender Equity

## **PR / COMMUNICATION INTERNSHIP**

### **About Kids Play Int'l:**

Founded in 2008 by 3x Olympian, Tracy Evans, Kids Play Int'l (**KPI**) operates the only sport for development program in the rural community of Gatagara, Rwanda, about 90 minutes outside the capital city of Kigali. KPI saw a need in this small village and is investing all its resources into strengthening a community culture that breaks down walls of inequality between boys and girls, men and women. The organization's *Let's Play Fair* program and curriculum uses sport and interactive discussions to teach boys and girls how to treat each other with a deeper level of kindness and respect and to better understand each other's contributions, both on the field and in life.

### **Opportunity:**

This is an excellent opportunity to gain experience by working with an international non-profit organization and its global sport for development programs. You will have the opportunity to assist with sport related/non-profit PR, social media marketing, communications and program promotions.

**Location: United States- Remote location acceptable. Headquarters are in Park City, UT**

### **Job Description:**

KPI is looking for an exceptional candidate who has strong writing, research and communications skills, excellent grades and can work independently to help with the following:

- Communicate with KPI PR firm from September 1- November 30, 2013 acquiring the knowledge and ability to follow through with what the PR firm has put in motion.
- Help manage overall PR communications with KPI Staff and PR Firm
- Help manage social media for Fall campaigns including communication with KPI Ambassadors
- Help promote online fundraising initiatives, including Charity Buzz auctions items
- Daily review of HARO (Help A Reporter Out) and other potential outlets for stories.
- Assist with promotion and communication of Kids Play's Social Fundraising Tool.
- Help draft communications materials such as press releases, newsletters, and other social media updates.
- Social Media Marketing, helping to increase likes and interaction with followers on our Facebook page and on Twitter.

### **Qualifications:**

Excellent communication, organization, research and writing skills. Motivated, self-starter, strategic thinker and creative problem solver. Proficient in Word, PowerPoint, Excel, Constant Contact.

**Internship Hours and Dates:** This is a non-compensated internship that requires a commitment of 8- 12 hours per week for a minimum of 6 months (beginning Sept. 9, 2013 – Feb 28, 2014). This person will be required to provide weekly reports through Skype, Face Time or a similar on-line interface. Check with your University or Professor to determine if this internship is eligible for academic credit.

### **How To Apply:**

Candidates should email a one-page cover letter describing their interest and qualifications and a current resume: [info@kidsplayintl.org](mailto:info@kidsplayintl.org). **Include KPI INTERNSHIP in the subject line.** Incomplete applications will not be considered. Visit our website: [www.kidsplayintl.org](http://www.kidsplayintl.org)