



Using Sport to Promote Gender Equity

Marketing /Advertising/Fundraising 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 sport for development global programs. You will have the opportunity to assist with social media marketing, communications, fundraising, sponsorship 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 is a creative thinker with strong writing, research and communications skills, excellent grades and can work independently to assist with the following:

- Marketing of Kids Play's Travel With a Purpose volunteer trips: recruit trip participants, research sites to list trips, email communications with individuals, universities alumni chapters, maintain database.
- Research potential grant and sponsorship opportunities; assist with drafting grant applications and sponsorship letters and proposals.
- Promotion and communication of Kids Play's social and online fundraising tools and campaigns.
- Draft communications materials such as press releases, newsletters, blog posts 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 (start and end dates are flexible). 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. **Include KPI INTERNSHIP in the subject line.** Incomplete applications will not be considered. Visit our website: www.kidsplayintl.org