

The Leadership Academy

Position

Communications and Marketing Intern

Description

The Leadership Academy's mission is to recruit, retain and empower diverse leaders to move Memphis forward and take personal responsibility for addressing our city's greatest challenges. We provide executive leadership training, training for emerging leaders, a luncheon series celebrating what gives our city life, city immersion for interns, one-to-one leadership training, and opportunities for program graduates to share their fervor for Memphis in the media.

As a Communications and Marketing Intern, learn on-the-job how to leverage the latest communications and marketing skills through traditional and new media.

Potential Projects

- Update and draft content for The Leadership Academy's website
- Help manage our newly launched, state-of-the art blog, MemphisConnect.com
- Disseminate Academy messages via our Twitter, Facebook and other social networking accounts
- Help draft monthly newsletters and other communications
- Assist in preparation of press releases, media resource lists, etc.
- Identify key stories in local newspapers and online

Time Commitment

10-12 hours/week

Contact

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