

P.O. Box 5434  
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## **MARKETING & COMMUNICATIONS INTERNSHIP**

### **DESCRIPTION**

At UpLift! we value servant leadership and as such are committed to paying it forward through knowledge sharing and mentorship. Our structured year-round mentorship program provides a unique hands-on opportunity for college students and recent graduates to learn all facets of brand management and development, marketing, talent representation, communication strategy and work alongside people who care about their growth and development.

### **QUALIFICATIONS**

Intern candidates must possess a strong command of English, excellent communication skills, strong writing skills, word-processing skills, and the ability to work and function in a creative and flexible environment. Most interns have the opportunity to interact with all departments on a regular basis. Our relatively small staff requires interns that are willing to do a substantial amount of administrative work while taking on more critical responsibilities for the agency's operation. All interns work virtually on a volunteer basis for a full semester with a schedule based on their availability. UpLift! requires interns to work a minimum ten hours a week. It is the responsibility of applicants to retrieve information from their school concerning possible academic credit. Candidate resumes should be emailed to [info@upliftgroup.com](mailto:info@upliftgroup.com).

### **VISION**

- To be a world-class provider and facilitator of uplifting personal development resources and lifestyle products through representation, strategic partnerships and joint ventures with speakers, authors, entertainers, entrepreneurs and organizations.

### **VALUES**

- God & His Word
- Servant Leadership
- Relationships & Community
- Growth & Accountability
- Excellent Stewardship

### **GENERAL ROLES & RESPONSIBILITIES**

- Research and prepare new leads and mine current database for appropriate client employment opportunities—performance, speaking and appearance bookings.
- Spearhead media bookings from scheduling to execution:
  - Interface with publicist or directly with media when necessary to schedule media interviews with clients.
  - Book scheduled interviews on agency media calendar (copying client & team—where applicable).
  - Follow up with reminders to client to ensure execution of booking.
- Manage external client calendar postings on designated social and or online media platforms.
- Write, edit and copy for marketing collateral such as bios, press releases, e-blasts, flyers and more.
- Manage and monitor client social media platforms—including, filtering comments and updating content in line with current marketing strategy and more.
- Provide coordination as needed—including, budgeting out out-of-pocket costs for marketing plans; coordinating logistics and more.
- Spearhead and manage special projects as directed.