



SUMMER 2011
ExxonMobil Community Summer Jobs Program
FILM MARKETING & SOCIAL NETWORKING
INTERNSHIP

Media Projects, Inc. Dallas, Texas www.mediaprojects.org

JOB DESCRIPTION

The Film Marketing and Social Networking Intern assists in the development and coordination of research and promotional initiatives for our documentary films, including e-blasts, flyers, social networking, digital media archives, promotional mail pieces and bulk mail coordination and distribution

Media Projects internships allow students to make a difference through outreach in the community to create awareness of our educational films and to foster partnerships with other non-profits and educational organizations.

INTERNSHIP RESPONSIBILITIES

- **PROMOTIONAL WRITING:** generating copy, email subject lines, persuasive language for e-blasts and social networking
- **ONLINE MARKETING CONTENT:** generating timely, newsworthy messages to expand the breadth of our e-based marketing audiences
- **MARKETING RESEARCH:** defining potential audiences and film reviewers, and maintaining contact resource materials
- **FILM SOCIAL NETWORKING:** identifying and generating messages for specific 'circles of influence' within educational and community-based audiences
- **E-MARKETING & MAIL DISTRIBUTION:** creating online e-blasts to coordinate with mail piece marketing; targeting bulk mailings for specific demographic audiences
- **FILM PRODUCTION RESEARCH:** identifying information, images for use in documentary films; accompanying film directors to meetings with community partners, production team, funders, etc.

INTERNSHIP DATES

- **EIGHT-WEEK INTERNSHIP:** must be scheduled during the period of **MAY 17-AUGUST 31, 2011**
- **HOURS:** 35 HRS PER WEEK - during 9:30 AM to 5:00PM workday Monday-Friday
- **SALARY:** \$2,750 paid for the internship

QUALIFICATIONS

- Requires at least one completed year of college coursework. Student must be returning as a full-time undergraduate (*at least 12 semester hours*) in the Fall 2011 semester.
- Must have strong writing and Microsoft Office software skills, be proficient in online research and social networking, and have strong interpersonal skills needed to represent Media Projects in a professional manner.
- Must have knowledge of Facebook, Twitter, Blogging.
- Please mail, fax or email your intern application, cover letter, references & resume by March 7th to:

2011 Exxon/Mobil Internship, Media Projects, Inc., 5215 Homer Street, Dallas, TX 75206

EMAIL: mail@mediaprojects.org

PHONE: 214-826-3863

FAX: 214-826-3919



For the complete **Job Description** and **Application Forms**, visit
www.mediaprojects.org.