



## **Social Media, Marketing, & Communications Internship**

The International Leadership Association is now accepting applicants for a **Social Media, Marketing, & Communications Intern**. The intern will report directly to the Communications Director and work closely with ILA's staff and other interns. At the beginning of the internship, the Communications Director will work with you to develop a learning plan that outlines what you would like to accomplish over the internship, the projects you'll be working on, and the deliverables.

Example projects could include:

- Create social media campaigns on Twitter, Facebook, LinkedIn, Pinterest, and Instagram. This includes writing copy, creating shareables, and scheduling messaging.
- Develop and implement marketing initiatives related to ILA conferences and publications.
- Dive into the analytics of our social media platforms and website. Write reports and make recommendations based on this research.
- Assist in our transition to a new mobile friendly website by moving content into a WordPress environment and implementing SEO.
- Write one or more articles for our *Interface* newsletter, highlighting association news and work being done by ILA members.

Please note: All internships are currently being run virtually due to the pandemic. In addition to communication via email, the Communications Director will work with you to schedule regular check-ins via text, phone calls, and video conferencing. Communication with other interns will also be encouraged through tools like WhatsApp and weekly departmental level brainstorming and collaboration meetings.

**Duration & Hours:** Internships typically last for one academic semester or over summer break. However, interns may start earlier and/or stay longer, if desired. During the school year, a typical work week will be 2 days for 5-6 hours each day. During the summer, a typical work week will be 3-5 days for a total of 24-40 hours per week. Please note that if you are planning to receive credit for the internship from your school, additional hours may be required.

**To Apply:** Please send a letter of interest, resume, and writing sample to [dderuyver@ila-net.org](mailto:dderuyver@ila-net.org) with the subject line “Communications Internship – [Your Name]”. Applicants will be considered on a rolling basis.

### **Qualifications**

- Excellent written and interpersonal communication skills.
- Ability to work independently and as part of a team.
- Ability to receive feedback, grow, and learn.
- Outstanding work ethic.
- Strong attention to detail.
- Interest in leadership knowledge and practice.
- Ideally, a current undergraduate, graduate student, or recent graduate.

### **Compensation & Other Benefits**

The ILA is currently offering unpaid internships. Internships are designed to support and foster career development and are offered on a flexible basis so that the intern can fit their internship around studies and other commitments. Benefits include:

- Free, 1-year ILA membership.
- Flexible schedule.
- Opportunity to earn university credit.
- Opportunity to build a portfolio of work.
- Opportunity to establish an employment reference from a global association.
- Opportunity to make connections with members from around the world involved in leadership.

### **About the International Leadership Association**

The International Leadership Association is the largest worldwide professional association committed to leadership scholarship, development, and practice. We accomplish our mission to advance leadership knowledge and practice for a better world through the synergy that occurs by bringing together our members and partners; collectively having a multiplier impact on leadership and change. For more than twenty years the ILA has convened extraordinary talent across sectors, cultures, disciplines, and generations. Learn more at [www.ila-net.org](http://www.ila-net.org).