



INTERN POSITION
ANNOUNCEMENT
Communications Intern
Oakland, CA

Organizational Overview:

The mission of Coaching Corps is to improve the health, educational and social outcomes for kids living in struggling communities through the power of coaching and sports. We envision a future where all kids – regardless of race, gender or economics – have access to high-quality sports activities that impart the life lessons that will help them succeed on and off the field. To achieve this vision, we recruit college students and community members to volunteer as coaches and we train them to use the opportunities presented by participation in sports to build positive life skills including self-confidence, persistence, optimism and empathy. Coaching Corps is leading this burgeoning field in the use of sports to support healthy youth development.

For more information, please visit: www.coachingcorps.org.

Position Overview:

Coaching Corps is seeking a Communications Intern to help brainstorm and execute communications and brand visibility strategies and aid in solidifying the infrastructure of the department.

Responsibilities:

Visibility

- Work with our program staff to collect stories, quotes, anecdotes and photos from our coaches, program partners and the kids they serve.
- Participate in the planning and execution of a national visibility campaign
- Work with the Research & Evaluation Department to develop and publish documents related to our field i.e. fact sheets, reports etc.
- Track media through RSS feeds and help respond to relevant stories.
- Identify and contact both campus and local media that we can build relationships with.
- Identify and pitch relevant stories to both campus and community media.
- Aid in the writing of media alerts, press releases and more.
- Regularly monitor and disseminate relevant press and media stories internally.
- Research, write for and update the website with new and relevant content and images on a weekly basis.

Miscellaneous tasks as they arise.

How to Apply:

Please send a cover letter and resume and two writing samples (article, blog, short essay etc.) to Charisse Ceballos at charissec@coachingcorps.org with Communications Intern in the subject heading.

Coaching Corps is an equal opportunity employer that values the diversity of its staff, partners and constituents.