



Prince's Trust America, Inc.

President HM King Charles III  
Global Founding Patron HH the Aga Khan

Prince's Trust America, Inc  
P.O. Box 1537  
New York, NY 10159

646-76-TRUST  
[www.princestrust.us](http://www.princestrust.us)

#### **POSITION OVERVIEW:**

Organization: Prince's Trust USA  
Title: Communications and Marketing Intern  
Location: New York

#### **OPERATING MODEL:**

Prince's Trust USA is part of The Prince's Trust Group of charities. These include The Prince's Trust in the UK, Prince's Trust International, Prince's Trust Canada, Prince's Trust Australia, and Prince's Trust New Zealand. All six charities were established by His Majesty, King Charles III, with the shared mission of transforming lives and building sustainable communities.

The purpose of Prince's Trust USA is to raise funds in the United States to support the charitable work of The Prince's Trust group of charities across the world and to support relevant delivery partners in the United States.

Currently, the staff team comprises of the CEO, Director of Philanthropy, Director of Events, the Philanthropy & Events Manager, Operations Manager, and the Director of Global Events. We are also supported by The Prince's Trust Group, which provides essential capacity, experience, and expertise.

#### **THE ROLE:**

Reporting to the Operations Manager, the Communications and Marketing Intern plays a significant role related to the realization of the organization's mission and vision. The Communications and Marketing Intern will work independently and, in a team, to fulfill the goals and initiatives of the organization.

This internship will be an excellent opportunity for a college student looking to gain experience in marketing and communications, especially in the non-profit space.

## Job Description

<b>Position title:</b>	<b>Communications and Marketing Intern</b>
<b>Reports to:</b>	Operations Manager

Prince's Trust USA is looking for an energetic and creative individual to help elevate the organization's mission and vision through a variety of communications channels including but not limited to internal communications, public relations, and social media.

### PRIMARY RESPONSIBILITIES:

- Assist with the design and execution of social media campaigns, including tracking social media engagement and oversight of campaign analytics
- Create weekly and monthly content calendars to promote the organization on various social media websites, amplifying content from other Prince's Trust entities and assisting on influencer campaign strategy
- Create compelling graphics and other content to share across social channels
- Moderate and respond to comments across social media profiles
- Perform social media marketing research
- Assist in planning, writing, and managing e-blasts and e-newsletters
- Assist in writing donor and annual reports
- Support Events and Philanthropy teams at events
- Ensure brand message is consistent
- Other duties as assigned

### EMPLOYMENT TYPE:

This is a part-time, paid intern position, for approximately 12-20 hours per week.

### CANDIDATE PROFILE:

The successful candidate will already have a good understanding of branding, social media platforms, and have a strong, creative interest in expanding the organization's social engagement. In particular:

- Strong understanding of social media platforms (primarily Instagram, Twitter, LinkedIn), strategies, trends, tactics, and tools
- Experience in communications, public relations, marketing, journalism or equivalent preferred
- Proficiency in Canva, Mailchimp, and Adobe Suite
- Strong work ethic and highly motivated; self-starter with the ability to work independently
- Strong writer and good people skills with strengths in building trusted relationships

### LOCATION:

This is a hybrid/remote position. The Communications and Marketing Intern will be required to work out of the New York office 1 to 2 days per week. They will, also, be required to attend scheduled events.

### APPLY:

Submit a cover letter and resume, ensuring to highlight any content creation and/or social media experience, to [admin@princestrust.us](mailto:admin@princestrust.us).