Advancing The Global Pride Movement

Marketing & Communications (MARCOM) Intern
Introduction

InterPride is the international organization that advances the Pride movement by coordinating with global partners that share our values.

We are uniquely suited to carry out our work because InterPride:

• Works with and supports the visibility and development of Pride networks around the world, thereby contributing to the presence and influence of Pride efforts at regional and local levels.
• Gathers regional Pride platforms dedicated to producing Pride events for diverse global SOGIESC (Sexual Orientations, Gender Identities and Expressions, and Sex Characteristics) communities to learn and grow with each other.
• Manages, supports, and awards WorldPride™, global grant programs, and related initiatives.
In 1982, the National Association of Lesbian and Gay Pride Coordinators was formed in Boston, USA, with an initial membership of six USA Pride organizers. Over time membership has grown to include Pride organizers around the world, becoming InterPride in 1999.

In 2021, membership totaled over 300 organizations from more than 60 countries. This growth has been matched by increasing diversity of membership. Since 2015, non-North American members have grown from 21% to 49%. This trend primarily reflects increased participation from Oceania and Global South (Africa, Asia, and South America).

The Pride movement continues to evolve. Pride has gained a presence in locations where it was previously absent or under-developed. There has also been significant growth in structures that gather Pride organizers together at a national or international level (known as Pride Platforms). This trend has created opportunities for InterPride to identify ways to better leverage regional knowledge to advance the rights of SOGIESC communities.

InterPride recognizes that to remain relevant and responsive, we need to ensure:

- our objectives, structure, and operations are aligned with the evolving global Pride movement
- culture and engagement reflect global trends and discourse
- barriers to inclusion, including those relating to language, culture, and organization structure are minimized
About InterPride

VISION
InterPride’s mission is to achieve legal, social, and cultural equity for SOGIESC communities through the Pride movement.

MISSION
- To contribute to the visibility and inclusion of diverse sexual orientations, gender identities and expressions, and sex characteristics (SOGIESC) communities.
- To connect, grow, and support Pride Platforms and networks globally
- To assist the Pride movement to design and conduct human rights events that deconstruct myths, lies, and prejudices surrounding SOGIESC realities.
- To maximize networking and communication across the global Pride movement, offer resources, grow, and leverage partnerships.

VALUES
- Trust
- Respect
- Accountability
- Diversity
- Multiculturalism
- Kindness
- Bravery

PRIDE
- InterPride defines Pride as any public or semi-public gathering led by and for people of diverse SOGIESC communities that promotes visibility and inclusion.
- Such gatherings take many forms, including but not limited to a parade, march, rally, festival, as well as events reflecting varying cultural practices such as pageants, traditional dance, ceremonies, and storytelling.
- InterPride recognizes that the nature of Pride gatherings is influenced by political, social, and cultural contexts, including constraints imposed by at-risk environments.
- A Pride organization produces a Pride event. An organization may be described as Pride-like where it does not produce a Pride event but aspires to do so. The inability to produce a Pride event may be due to factors such as the prohibition against public assembly, politically hostile environments, lack of funding, or organizational capacity.
Position Overview

The Marketing & Communications (MARCOM) Intern must have a genuine interest in using various digital and traditional marketing and media communication strategies to advance InterPride's mission.

This position will communicate LGBTQIA+ educational messages through earned and social media, direct marketing, digital marketing, audience targeting, content customization techniques, digital behavior analytics, content production, and advertising and contribute to the organization’s overall success. During the four (4) month period, the intern will work at least 20 hours per week.

QUALIFICATIONS
• Current undergraduate or graduate student (Preferred)
• Marketing: 1-2 years (Preferred)
• Ability to dedicate at least 20 hours per week

INTERNSHIOP RESPONSIBILITIES
• Assisting in the creation of digital content for the organization
• Creating and pitching unique social media content
• Brand monitoring and active engagement on InterPride social media platforms
• News stories related to InterPride’s purpose are researched and compiled
• Using creative tools to edit existing digital images and media
• Organizing and helping with preparations for numerous online events
Qualifications

Recent graduates and undergraduate juniors, and seniors with work or internship experience are encouraged to apply, but all qualified candidates will be evaluated on an equal basis regardless of their age or experience.

Candidates from any major are encouraged to apply; however, those with a strong background in marketing, communications, public relations, graphic design, or other related fields are more likely to be selected for this position.

CANDIDATE QUALIFICATIONS

- Strong knowledge of mobile-first, user experience-driven, digital content design
- Strong writing skills
- Understanding of SEO best practices
- Understanding of organic and paid media strategies
- Knowledge of social media platforms and associated analytics tools
- Organizational skills and attention to detail
- Ability to tackle multiple projects at once and meet deadlines
- Highly motivated to learn, grow professionally and work in a very fast-paced team environment
- Open to giving and receiving feedback
- Have a special interest in marketing, communications, and/or media relations
- Someone who has multicultural and/or multinational experience and is skilled at ensuring content is appropriate for a global audience
- Marketing automation and Google Analytics knowledge are a plus
- Experience with Google Ads for nonprofits a big plus
- Detailed understanding of Accessibility requirements for clear communication with both design and the use of simple language
- Interest in Human Rights and understanding of LGBTQIA+ communities is preferred
The Role
Social Media, Content Writing, Graphic Design, Engagement & Branding

Social Media
- A wide range of varied people and communities worldwide hear our messages since we are a global Pride membership organization.
- Numerous social media initiatives are now under development for publication on Facebook, Twitter, Instagram, LinkedIn, YouTube, Medium, and Spotify, among other platforms.
- Your work will be viewed by hundreds of thousands of people worldwide through the Internet.

Content Writing
- InterPride is constantly conducting research and writing SEO-focused articles published on our website, social media channels, and other digital channels to raise awareness of the Pride movement.
- Additional initiatives may include different enhancements to our website, with the ultimate objective of making it the premier online resource for information on Pride organizations.
- The use of keyword research and SEO best practices and intelligent, analytical writing that shows the story and value of work are necessary for this to happen.

Graphic Design
- Prepare marketing and public education assets for use in print and online communications.
- Leverage various programs such as Canva, Adobe, and others to generate eye-catching visuals for our global audience.

Engagement & Branding
- Utilize follower growth strategies to increase follower counts.
- Using imagery and text to achieve engagement.
- Understand the overall concept of InterPride, including the brand, members, and external audiences.
About You

You should be proficient in Google Workspace, Canva, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Slack, Zoom, Buffer, and Mailchimp (or anything similar).

THE FOLLOWING STRATEGIC PRIORITIES AIM TO IMPLEMENT THIS GOAL:

- You should be proficient in Google Workspace, Canva, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Slack, Zoom, Buffer, and Mailchimp (or anything similar).
- Our team is filled with smart, positive, can-do people that support each other in their success. We are looking for someone that wants to join a small, tight-knit team and grow our social media presence. You should be the kind of person that is always experimenting with new methods and knows how to constantly improve a process.
- We are an equal opportunity employer and consider all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.
Position Details

Overview

**JOB TYPE**
- Three or Six-Month Unpaid Internship (January-June and July-December) for credit

**BENEFITS**
- Flexible schedule

**SCHEDULE**
- It varies depending on the needs of the organization, and your availability

**COVID-19 CONSIDERATIONS**
- This internship is a remote internship
- Communication will be done by phone, zoom, and email

**APPLY HERE**
- [https://interpride.net/internship](https://interpride.net/internship)

For follow-up questions, please email tech@interpride.org
InterPride is incorporated in the U.S.A. and is a 501(c)(3) tax-exempt organization under U.S. law. It is funded by membership dues, sponsorship, merchandise sales, and donations from individuals and organizations.

InterPride assists member organizations at their discretion. InterPride promotes networking, makes introductions, shares good practices, suggests ideas, mentors, offers advice, provides education/information, and assists when needed. InterPride doesn't interfere in Member organizations' local matters and calls for de-escalation and dialogue to build on the global impact of visibility through Pride. Member organizations and Prides worldwide design and organize their events without the direct involvement of InterPride.
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InterPride Global Internship Program
Marketing & Communications (MARCOMM) Intern

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