



Gray Matters Capital

Marketing Intern

GMC is seeking a highly qualified and experienced candidate to assist with the Foundation's marketing efforts. The intern will work closely with the Communications and Marketing Associate and Foundation staff to develop and execute the global marketing strategy. Below please find a brief description of the requirements and responsibilities required to function successfully in this position.

Gray Matters Capital (GMC) is the philanthropic arm of Gray Ghost Ventures. The Foundation is committed to improving the quality of life of low-income families in developing countries and support initiatives that focus on infrastructure development in education and social enterprise. Our areas of work include: Microfinance, Social Investment and Affordable Private Schools. To learn more about Gray Matters Capital, please visit www.graymatterscap.com.

Position Description					
Position Title: Intern- Marketing Assistant				Department: Marketing	
Start Date	<u>May/June</u>	End Date	<u>August 2010</u>	Term of Internship	<input checked="" type="checkbox"/> Summer <input checked="" type="checkbox"/> Paid/fulltime
Requirements	<input checked="" type="checkbox"/> Bachelor Degree	<input checked="" type="checkbox"/> Current MBA Student			
Desired Major/Concentration(s)	Communications, Marketing, Journalism				
Desired Skills	<ul style="list-style-type: none"> • Strong writing and editing skills; • Experience in using social media technologies such as Facebook and Twitter for organizing or building awareness; • Ability to communicate with individuals from diverse backgrounds; • Excellent organizational skills and strong attention to detail; • Ability to manage multiple tasks and work under deadlines with changing priorities • Strong analytical, interpersonal, and verbal and written communication skills 				
Qualifications	<ul style="list-style-type: none"> • Bachelor degree required • At least 1-3 years of prior relevant work experience in Marketing and Communications/Public Relations • Strong ability in writing press releases and experience as a Copywriter is a plus • Exceptional attention to detail, documentation, and presentation • Ability to deliver excellent results evidenced by academic, extracurricular, and/or professional accomplishments • Ability to work well with others and independently • Ability to be flexible, multitask, and problem-solve • A strong understanding of social networks • Superior interpersonal relations, organizational skills and attention to detail. • Creative, flexible and able to balance multiple priorities. • Strong computer software proficiency (Word, Power Point and Publisher). • Experience with HTML and DreamWeaver a plus • Understanding of Web Analytics (e.g. Google Analytics) a plus • A passion for social change and the missions of our Affordable Private School Initiative a plus 				

PROJECT RESPONSIBILITIES

- Assist in the writing and design of marketing collateral and press releases
- Assist with developing marketing collateral for our annual conference and other national/international events
- Assist in the production of market-specific collateral including multimedia materials, program/product overview, presentation materials
- Update and maintain company website content, liaise with content contributors and editors
- Develop framework for quarterly reports to stakeholders, board, and partners based on program results from the field
- Assist the development of e-newsletters, distribution lists and maintaining mailing list in Salesforce database
- Supporting PR efforts – research, outreach, and crafting press releases.
 - Collaborating with GMC team to develop materials tailored to different customer segments.
 - Managing marketing campaigns and special projects as needed.
 - Marketing administration
- Thought Leadership and media: Support the Communication Associate in identifying relevant trending news topics and support press outreach

PROJECT GOALS/OBJECTIVES

- Maximize and maintain GMC's online presence through social networks such as Facebook and Twitter;
- Refine stakeholder reporting strategy
- Expand GMC's global communication and research dissemination outreach to include web-based publications;
- Assist with the design and execution of an innovative social media strategy for GMC's Affordable Education program.

REQUIREMENTS & SUBMISSION INSTRUCTIONS

Please email applications and all required documents below to interns@graymatterscap.com by March 26th, 2010. Be sure to reference job title in Subject Header.

- Cover letter describing how your past experience will enable you to excel in this position
- Resume
- Letter of Recommendation (1)
- Professional references (3)
- Copy of Unofficial Transcripts
- Completed GGV application (to download a copy of the application, please visit www.graymatterscap.com/advancing-knowledge/portfolio/internship-program)
- Written Response: How can new media and social media strategies be implemented to advance or increase global awareness of social issues such as education or interventions such as microfinance. Please cite an example of work being carried out by an organization today. Please limit response to 2 pages.

**Incomplete application packages and late submissions may not be considered. Only those candidates selected for interviews will be contacted.*

For more information on the Internship Program please visit www.graymatterscap.com.