

PUBLICITY EXPERIENCE INTERN 2

Last revised March 1, 2013.



This internship does not establish an employment relationship with Free Geek.

Candidates who have funding from other organizations are welcome to apply, but funding is not required.

ABOUT FREE GEEK:

Free Geek's mission is to recycle technology and provide access to computers, the Internet, education and job skills in exchange for community service. When people donate their unwanted computers and other consumer electronics to us, we refurbish what we can and responsibly recycle the rest. We have about 600 active volunteers, most of whom are eligible to receive one free desktop system per year. We support our annual budget of \$1.3 million almost entirely through our Thrift Store, online sales, recycling income and direct financial contributions from the general public.

ABOUT THE INTERNSHIP:

You will be part of Free Geek's "street marketing" team with other interns like yourself. Whether handing out flyers, tabling at events or just striking up conversations, you will be an integral part of publicizing Free Geek's products, services and educational opportunities.

TIME COMMITMENT:

8-20 hours per week for 8-12 weeks. **Please note: You may have other specific time requirements if you are completing this internship as part of a school or agency program.**

DETAILED RESPONSIBILITIES:

- Support efforts to publicize Free Geek's broad range of educational, volunteer, hardware grant, retail and online sales opportunities.
- Participate in the maintenance of an accurate, attractive and effective public image.
- Answer routine questions about Free Geek's programs and provide contact information for appropriate paid staff in response to more challenging questions.
- Widely distribute informational materials in targeted areas at targeted times.

ESSENTIAL QUALIFICATIONS:

- Ability to consistently follow policies and procedures.
- Fluency in spoken and written English.
- Good interpersonal skills.

- Demonstrable self-motivation and personal initiative.
- Reliability and punctuality.
- Other work-readiness skills appropriate for an entry-level position.

EXPECTED LEARNING OUTCOMES:

- Confidence interacting with unfamiliar people in unfamiliar places.
- Understanding of basic principles and practices of marketing.
- Ability to successfully apply low-cost, low-tech marketing techniques.

OTHER BENEFITS:

- 20% volunteer discount for all purchases in Free Geek Thrift Store.
- After 24 hours of service, eligible for a free desktop system.
- Connection to a broad and vibrant professional network.