



## Fall 2010 – Marketing Internship

### About Cocoa Babies:

Cocoa Babies is an online boutique focusing on clothing and accessories for families of color. We are seeking a motivated, energetic, creative and detail-oriented online intern for the Fall 2010 academic semester. Our intern will create our new press kit and assist in creating marketing materials including sale ads and mailings; they fulfill media requests, send out press releases and will coordinate the promotion and selection of child models for our Winter 2010 photo shoot.

### Qualifications:

- Must currently be in enrolled in school, this non-paid internship is for school credit ONLY.
- Strong verbal & written communication skills.
- Ability to work independently.
- Ability to prioritize, organize and multi-task to meet deadlines.
- Strong attention to details.
- Familiarity with Social Networking sites (Facebook and Twitter)
- Excellent communication skills and be able to work independently as well as within a team

### Responsibilities

- Develop a press kit to be distributed to various media outlets including regional and national print magazines and online blogs.
- Online Advertising: Identify potential opportunities for online banners on websites in our target markets.
- Developing online ad campaign graphics.
- Coordinate the “Call for Models” for our winter 2010 photo shoot.
- Responsible for weekly updates to twitter and facebook.
- Develop ways to increase Facebook fans and Twitter followers (goals will be set)

### To Apply

Please email your Résumé, cover letter and one writing sample to the online marketing manager at [intern@cocoaabies.com](mailto:intern@cocoaabies.com). This position is open until filled.