

COVER LETTER: APPLYING THE JOB DESCRIPTION

OFFICE OF CAREER EDUCATION & DEVELOPMENT

SLIPPERY ROCK UNIVERSITY

Job Description

Communications Intern

Young Men and Women's African Heritage Association - Pittsburgh, PA
Part-time, Internship

Young Men and Women's African Heritage Association (YMWAHA) began in 1997 in Pittsburgh, Pennsylvania as an organization to provide quality care for African American foster children. The organization realized that through the "arts", children were able to improve on their social, economical and educational potential. YMWAHA has recreated itself into a program no longer working with only foster children, but children who need care after and during school through an arts based program. Its mission has not been lost, and the main priority of the organization are children. YMWAHA's programs and new transition has allowed the organization to have the motivation it needs to persevere. The four main areas we focus on are:

New Initiative:

Combining art, culture, and music education, Steel City Arts Initiative (SCAI) promotes that art and music are a needed part of curriculum and will help reform education. SCAI is dedicated to engaging the Pittsburgh community through culture, arts, and educational programs. SCAI's vision is to become Pittsburgh's leading community-based initiative that provides children with the ability to grow through cultural identity, empowering our future leaders with a sense of determination, accomplishment, personal growth, and creative expression. Currently, we have two educators that are in one school in the Pittsburgh community. There are many other schools that lack arts centered education, and our goal is to raise funds to have the books, art supplies, musical instruments, and educational materials to uphold a well-rounded curriculum for youth arts/music in Pittsburgh.

Internship Opportunity:

An unpaid intern is needed to help promote the initiative, specifically informing the community via emails, phone calls, in person visits; distributing marketing material, planning community events, and competing administrative tasks.

Responsibilities

- Write effective copy, excelling in correct spelling, punctuation, and grammar.
- Use alternate forms of communication (including graphic arts), resulting in improved interactions.
- Work independently to contact members of community, solicit donations, and distribute marketing materials.

Requirements

- Possess skills at initiating innovative ideas, unifying team members, and judging correctly what will appeal to target audiences.
- Prefer challenges that involve communication, are people-oriented, promote networking and socializing, and include roles that call for imagination.
- MUST have reliable means of transportation
- Must possess excellent organizational skills
- Excel at working independently
- Work directly under Project Coordinator to craft social media messaging, blog posts, and overall digital strategy
- Assist with planning, logistics, and execution of all events
- Solicit in-kind donations or sponsorship opportunities for internal events
- Assist in the distribution or delivery of marketing materials
- Complete daily administrative tasks

*Underlined material is for illustrating how to use the job description. Please do not include underlining your cover letter.

When writing a cover letter be sure to use the job description to match yourself to the position.

What do they have in their job description that you can emphasize and highlight in your cover letter to grab their attention?

Look at the underlined material and see how this cover letter is personalized and written specifically for this job description.

Include information about experiences/skills you can bring to the company and not only how the company can help you.

Amanda Chavez

546 Stuart Street
Aliquippa, PA 15001
amanda.chavez@email.com

123-456-7890

April 24, 2017

Carly Alvarez
Director of Human Resources
North Shore Community Foster
1205 Boyle St
Pittsburgh, PA 15212

Dear Ms. Alvarez:

I am writing to express my interest in the communication internship with the Young Men and Women's African Heritage Association. While searching online, I came across this listing and thought it was a perfect fit for me because I am passionate about seeing the children of this city become more empowered through arts, music, and cultural experiences.

I have received the opportunity to plan many events to help promote ways to bring the community together. As a Slippery Rock University Community Assistant, I have seen first-hand the challenges of creating innovative ideas that will appeal to the specific populations. During the coordination of these events, I learned creative ways to market them by using social media, emails, word of mouth, posters, etc. I feel it is important for students to have a comfortable and trusting place to grow personally to empower them in becoming successful with the path they choose to take. This experience provided me the skills to plan creative and successful community events as well as strategic marketing tactics to reach out and raise money to purchase the materials needed to help the Pittsburgh community thrive.

In my role as secretary of Lamda Pi Eta (communication honorary society), I took the initiative of independently assuring successful communication between professors, board members, and students. These administrative tasks taught me how to work in a professional and organized manor with the community and honorary society effectively communicating about upcoming events assuring our common goal of success.

Growing up in a community that was always there to help when they saw someone struggling has given me a desire to give back and if given this opportunity, I would work whole heartedly to build connections with the community and raise money for the children. I look forward to discussing this summer internship opportunity with you. I can be reached by phone at 123-456-7890 or amanda.chavez@email.com. Thank you for your consideration.

Sincerely,

Amanda Chavez