



Princeton Internships in Civic Service

Organization Name: YMCA of Greater Long Beach

Internship Location: Metropolitan Office, 3605 Long Beach Blvd, Suite 210, Long Beach, CA 90807

Required Dates: Yes No

Housing Will Be Available to Intern: Yes No

If yes, housing will be free: or housing will cost the student:

Expected working schedule for this internship:

Start Time: 8:00 am End Time: 5:00 pm

Lunch break: 1 hour (duration)

Additional Information, if necessary: The schedule is flexible.

Organization Description

Founded in 1884, the YMCA of Greater Long Beach is the oldest and largest youth, teen and family serving community-based organization in the Greater Long Beach area. The YMCA is an association that welcomes people of all ages, ethnic groups, and religious affiliations to unite in a common effort to put Judeo-Christian principles and values into practice, through programs that develop healthy spirit, mind and body for ourselves, our families, our children and our community. Our overall mission is to build strong kids, strong families and strong communities and to contribute powerfully to life in Long Beach and the partner cities that we serve. The YMCA of Greater Long Beach involves all members of the family in long-term relationships as participants, volunteers, leaders and benefactors.

The YMCA continues to be a highly successful youth and family serving organization that provides a wide spectrum of programs to more than 1 million individuals residing in our 12 partner cities in the Greater Long Beach area. Last year alone, our association involved over 28,000 individuals in meaningful life-enriching services primarily aimed at strengthening character and building strong kids, strong families and strong communities.

All of our services involve strong partnerships with parents, the cities and school districts in which we serve and numerous collaborative agencies. YMCA of Greater Long Beach is comprised of five branches that operate over 20 after school sites, mostly at public schools, and is the largest provider of after school child care in the Long Beach community with over 2,000 children attending daily. It also has 10 early childhood education programs, which provide services for infants to preschool age children. Additionally, the YMCA of Greater Long Beach has a healthy lifestyles program with over 23,000 members a nationally acclaimed Youth Technology Institute, a 250 acre resident camp located in Big Bear, California and quality aquatics, parent child and youth sports programs.

Princeton Internships in Civic Service is administered by the
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12 Stockton Street
Princeton, NJ 08540
609-921-7948, pics@69csf.org, www.69csf.org



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Internship Description

The YMCA of Greater Long Beach desires a Princeton intern who would work on a marketing and communications toolbox for the entire YMCA association. The intern would organize resources and tools to consistently and compellingly position the YMCA to achieve its strategic objectives within the greater Long Beach community. Additionally they would develop marketing strategies and media materials designed to promote individual program areas, national initiatives, and the YMCA movement in general. This project would include updating the association website, creating an association wide annual communications calendar, developing touch points for press releases, upcoming events, advertisements and brochures, all within the parameters of YMCA branding guidelines.

A Princeton intern would fit best in a YMCA of Greater Long Beach staff environment if they enjoyed interacting with a diverse group of people of all ages from a variety of different backgrounds. Relationship building and team work are key ingredients for all successful YMCA staff – consensus building, gaining support, and implementation of all completed projects is also extremely important. The intern will be a member of the President's Management Council and will have full access to the senior management team for coaching and mentoring. The YMCA is a relaxed and fun organization to work for although we are formal in our desire to have impact in the communities we serve. Our intern will live in homes of Board members and have access to a car for YMCA work and social and personal activities.

Intern Qualifications

- Working on a B.A. in English, marketing, communications, journalism, public relations
- Experience leading communications or media projects in school
- Excellent writing, editorial expertise and communication skills
- Functional knowledge of website management (i.e. HTML, FTP, etc.) and graphics software (Photoshop) preferred
- Thorough understanding of branding principles and tactics through multimedia including the Web

About Long Beach, California

Long Beach, CA is a coastal city in Los Angeles County, with many unique neighborhoods that range from tree-lined, historic suburbs, to densely populated inner city areas. It is the fifth largest city in the state and the 36 largest, and arguably the most diverse, city in the country. The beautiful parks, recreation and marine areas in Long Beach have been voted best in the nation, it has an extensive Arts and Culture community and is home to the Toyota Grand Prix. Long Beach is a very eclectic community, with a wide range of activity and entertainment to offer its residents and visitors and tremendous professional opportunity for the rising and established business person, alike.

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