



## SOCIAL IMPACT GRAPHIC DESIGN & DIGITAL MARKETING INTERNSHIP

### Position Summary

The F.Y. Eye Summer Internship is designed for bold, entrepreneurial, creative, and enthusiastic students interested in graphic design, digital marketing, multi-platform storytelling and purpose-driven work. It is a unique opportunity to work with big name nonprofit and government agencies, add to your portfolio, experiment with innovative ideas on how to engage the target audience and take on a creative leadership role in our work.

### About F.Y. Eye

We are a unique New York City-based and focused marketing and advertising nonprofit working with other nonprofits, community-based organizations, and government clients to better communicate Public Service Announcements (PSAs) and information about legal, social, financial, educational, civic, and healthcare services available to New Yorkers in need.

### What You Will Do:

- **Graphic Design:** Create engaging graphic/web/email design work for F.Y. Eye and our nonprofit and government agency clients, including logos, posters, brochure designs and PSA designs.
- **Social Media:** Create and publish dynamic and shareable posts, which include videos, animated gifs, articles, styled photos, infographics, and striking designs for a variety of social media platforms.
- **Marketing:** Design new F.Y. Eye collateral (e.g., presentations, brochures, digital ads, print ads, etc.) to promote our content development and message distribution services.
- **Market Research:** Conduct qualitative and quantitative research on 'hard to serve' populations and NYC-based organizations serving them; and produce reports analyzing how F.Y. Eye can better engage our target audiences.
- **Grow Impact Artist Collective™:** Help grow F.Y. Eye's Impact Artist Collective by recruiting talented artists with different skills and price points.
- **General Administration:** Administrative tasks may include, but are not limited to, scheduling, correspondence with clients and vendors, media research & website updates.

### Your Skills, Experiences & Passions:

- You have excellent design skills as well as knowledge of InDesign, Illustrator, Photoshop, and Flash. You must be comfortable reformatting files (different dimensions) as well as converting file types, such as going from InDesign to print-ready PDFs or JPEGs. Working knowledge of Dreamweaver, Adobe Premiere, After Effects and Final Cut Pro is highly desired but not required.
- You obsessively read blogs about fonts, icons, color theory, hierarchy, UI/UX, human-centered design, art and photography.

- You have experience working with social media platforms (Instagram, Facebook, Twitter, and Pinterest); and you have a keen understanding of best practices for using these social platforms for growing a business and brand.
- You are extremely well organized, pay great attention to detail and can work independently.
- You have strong written and verbal skills. Good spelling and grammar are a must.
- You can juggle multiple projects at once.
- You are energized by social impact work and have a great sense of humor.
- You have never said to yourself “I have nothing to do” at work and always find opportunities to spearhead.

To apply, email cover letter, resume, references, and portfolio (link or pdf) to [andrea@fyeye.org](mailto:andrea@fyeye.org) by May 6th, 2021.

**Compensation:** \$16/hour

**Location:** Virtual

**Schedule:** Monday to Friday, 10-20 hours/week

**Start Date:** Negotiable