



D-Rev Marketing & Communications Intern

Location: Palo Alto, California

Duration: flexible, ongoing

D-Rev is an international nonprofit design firm and technology incubator that develops market-driven products to improve the health and incomes of people living on less than \$4 per day. We utilize cutting-edge research and technology development to develop user-centric products and strategies that are scalable and allow for people to lift themselves out of poverty.

We are looking for one or more Marketing & Communications Interns to lead and collaborate with us on specific public-facing initiatives. At D-Rev, we strive for quality, authenticity, and credibility in all of our communications efforts. Through our marketing activities, we aim to tell the story of our products, their users, and the impact they are having around the world, and connect with our growing community of contributors and supporters.

We are looking for individuals with strong interpersonal and analytical skills, stellar writing and storytelling capabilities, passion to improve lives around the world, and the leadership abilities to manage and track our progress towards reaching a wider audience of people through the work that we do. If this sounds like you, we'd love to hear from you!

Primary responsibilities may include:

- Developing news and media, including writing and releasing press alerts, press releases, videos from existing materials, and producing our quarterly newsletter
- Driving the creation of marketing materials (*i.e.* one-pagers, exhibit materials, etc) representing both the organization and our individual projects
- Review of external facing media and requests for consistency with messaging
- Assisting in projects related to fundraising development
- Actively leading an online and/or social media initiative, including refinement and analysis of available analytics
- Contributing to the Communications Strategic Plan by assisting with research and implementation
- Developing and analyzing marketing & communications metrics
- Assisting with upcoming event planning efforts
- Representing D-Rev at community and networking events

Our ideal candidate will have the following characteristics:

- B.A with 2+ years of marketing and communications experience, or a graduate-level degree (Masters or MBA) with a focus on Marketing or Strategic Communications
- Creative, independent thinker who can set objectives and develop work plans
- Excellent interpersonal and written communication skills, including sensitivity to cultural differences and hierarchies
- A background in design and strong visual and graphic skills



- Works well in fast-paced entrepreneurial settings with attention to detail
- Exhibits a high degree of professionalism and exercises ethical judgment in the midst of ambiguity
- Familiarity with Adobe's Creative Suite (*i.e.* Photoshop, InDesign, and Illustrator)
- Passionate about D-Rev's social mission of improving lives through technology
- Sense of humor and a willingness to "go the extra-mile."
- Basic understanding of (non-profit and for-profit) social enterprises and experience with global teams
- Experience managing media projects and print/electronic production

Knowledge of additional languages, graphic design capabilities, and web development skills are pluses.

How to apply:

Please send a cover letter and resume to jobs@d-rev.org and indicate "2012 Marketing & Communications Intern" in the subject line of the email. We will begin reviewing applications mid-February 2012 and qualified applicants will be asked to submit a portfolio of previous work. If your institution offers assistance to work with non-profits or in the public sector, please apply. Preference may be given to those who receive outside assistance.