

INTERNSHIP NOTICE #10

Made in Brooklyn Tours is a guided walking tour company that is looking for a social media marketing intern. Skills and responsibilities are listed below. In addition to what is listed, familiarity with Joomla (content management system) software is a plus.

If you are interested, please submit application below with a resume and transcript and email to: bths.internship@gmail.com

If you have any questions, feel free to see me in Room 1W9 or contact me via email...

Mr. Honor

Application Deadline: Friday, November 4th, 2011

Important Note: If you are selected for the internship, please inform Mr. Honor immediately via email at:
bths.internship@gmail.com



Dominick Gervasi
Dom@MadeInBrooklynTours.com
(718) 355-9263

Social Media Marketing Internship

Made in Brooklyn Tours

www.MadeInBrooklynTours.com

Made in Brooklyn Tours are guided walking tours with a Made in Brooklyn theme. They tell the story of Brooklyn's industrial revolution and its current transformation. Each tour is a celebration of the creativity, ingenuity and entrepreneurial spirit of Brooklynites. On Made in Brooklyn Tours the stars of the show are glassmakers, metalsmiths and woodworkers. They make wine, chocolate, bicycles, furniture, ceramics and more. Each tour is a unique experience! We are seeking an intern skilled at making updates about Made in Brooklyn Tours and businesses/organizations participating on our tours through social media marketing channels and online event calendars.

Responsibilities

- Regular posts on social media platforms
- Add tours to online event calendars in local online newspapers/magazines

Required Proficiencies

These are the platforms that we'd like to communicate our messages through. Multimedia communications skills are a plus!

- Social Media: LinkedIn, Twitter, Flickr, and Google+ for Business
- Travel: TripAdvisor, Yelp!

Content

These are some sources of social media marketing content pertaining to Made in Brooklyn Tours other than Made in Brooklyn Tours itself and its tour products.

- Businesses/organizations on Red Hook, DUMBO and Williamsburg tours
- Merchant Associations
- Business Improvement Districts
- Brooklyn Tourism
- Brown Paper Tickets

Challenges

No Facebook. No marketing/advertising budget

Brooklyn Technical High School

“for Science Technology Engineering Mathematics”



INTERNSHIP PROGRAM

RANDY J. ASHER
Principal

ISAAC B. HONOR
Internship Coordinator

INSTRUCTIONS FOR STUDENT APPLICATION – 2011-2012

Please **read** and **follow** all instructions. Failure to do so may result in a **delay** in processing your application. The application must be **typed** and when completed; submitted by **email** along with a **resume, transcript and working papers** to: bths.internship@gmail.com If you have questions or need additional assistance, feel free to see me in Room 1W9... Mr. Honor

Application Instructions:

- Fill out completely your full name, mailing address, home phone, cell phone and carrier (for sending text messages if necessary), your BTHS email as well as an alternate email address. Date of Birth: in format: __/__/____. You **must** answer the question regarding having a social security number. You must obtain working papers if you are **under** 18 years of age. Applications for working papers are on the internship page on the school website. You may submit your application without working papers as long as you have started the process, (as soon as you receive them, you must submit them via email) however you will not be able to start the internship without a current working paper certificate. Answer question regarding any health or physical limitations.
- In the section Educational Background, be sure to fill out completely. Include all languages you can speak, read or write fluently. If you are a freshman or sophomore and do not have a major, indicate general areas of interest for an internship. Indicate your internship availability.
- In the section Computer Applications/Skills Inventory, indicate your skill level with the software listed. You may add additional software that you are familiar with.
- In the section Future Goals and Interest, fill out completely.
- In the section Employment Record, fill out completely if you have previous work experience.
- Signature: Type your full name.
- Parent/Guardian Signature: Type your Parent/Guardian's full name and next to it indicate a phone number where they can be reached during the school day. Parent/Guardian will be contacted to verify their approval.

Email Instructions:

- Email completed application – resume - transcript - working papers to: bths.internship@gmail.com
- In the **Subject Line** include the following:
 - Your Full Name – Your Prefect – The Internship Name and Number

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INTERNSHIP PROGRAM



RANDY J. ASHER
Principal

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STUDENT APPLICATION – 2011-2012

APPLICATION MUST BE TYPED AND EMAILED

PLEASE ATTACH A RESUME

Last Name _____ First Name _____ Middle Initial _____

Address _____

City _____ State _____ Zip Code _____

Telephone (Home) _____ **BTHS-Email** _____

Cell No _____ Personal Email _____

Cell Carrier (for sending text message) _____

Date of Birth: ____/____/____ Do you have a Social Security No? [] Yes [] No

Do you have Working Papers? [] Yes [] No (please attach a copy - you need working papers until the age of 18)

Do you have any health or physical limitations? [] Yes [] No

EDUCATIONAL BACKGROUND

Prefect: _____ Year of Graduation: _____ Major: _____

Current Average: _____ (Attach a copy of current transcript)

Language(s): What language other than English do you Internship Notice # _____
Speak? _____

Read? _____ Internship Name _____

Write? _____

If you are not applying for a specific internship, please specify what **general areas** you are interested in (for example, business, engineering, medicine, science etc)

AVAILABILITY:

Are you able to work full-time during the summer? [] Yes [] No

What hours are you available during school year? From: _____ To: _____

COMPUTER APPLICATIONS/SKILLS INVENTORY:

Use the definitions below to rate your computer applications/skill level within the categories listed including specific software you have used. You may **add** other relevant software experiences in the extra spaces.

APPLICATIONS/ SKILL LEVEL	DEFINITIONS
4	Am very experienced with the software's basic, intermediate and advanced features. Have completed many varied assignments and projects using the advanced features of this software and am able to instruct others.
3	Have mastered all the basic and intermediate functions. Have completed several assignments and projects of varied types using the software and am able to instruct others about the basic and intermediate software features.
2	Am familiar with basic features as well as some intermediate features. Have completed assignments using the software and am able to instruct beginners about software basics.
1	Am familiar with basic features only.
0	Have not used this type of software.

SOFTWARE	EXPERIENCE/ SKILL LEVEL	SOFTWARE	EXPERIENCE/ SKILL LEVEL
Operating Systems		Desktop Publishing/WebPage Design	
Windows (Version _____):		MS Front Page	
MAC (Version _____):		GoLive	
Linux		HTML	
Unix		XML	
		Dreamweaver	
Word Processing			
MS Word		Computer Graphics	
WordPerfect		Adobe Photoshop	
Other:		Adobe Illustrator	
		Corel Draw	
Spreadsheets		InDesign	
MS Excel			
		Programming Languages	
Databases		C++	
MS Access		JAVA	
MySQL		JAVAScript	
FileMaker		Python	
		Visual Basic	
Internet Browsers			
MS Internet Explorer		Computer Aided Design (CAD)	
Netscape		AutoCAD	
Firefox		Inventor	
		Revits	
Presentation			
MS PowerPoint			

FUTURE GOALS AND INTERESTS:

What are your plans after Brooklyn Tech?

In college, what is your intended major?

Extracurricular Activities (in and out of school, including volunteer experiences):

EMPLOYMENT RECORD:

Last or Present Company

Telephone Number

Address

Dates Worked

From:

To:

Name of Supervisor

Reason for Leaving

Job Title and Duties:

What position did you hold that you really enjoyed?

Why did you enjoy it?

What position did you hold that you did not enjoy?

Why didn't you enjoy the position?

Signature

Date

*I know of and support my child's interest in having an internship. This is an application which is required for consideration. Brooklyn Tech **cannot** guarantee placement in an internship program.*

Parent/Guardian Signature

Date