



## Hey Awesome Girl 2021 Growth-Hacking & Communications Internship Description

 Calling all HAGs! 

Trust us. This is the only place where being called a HAG is a good thing.  ♀ And we wear that label like a badge of honor. ✨ Hey Awesome Girl is a creative studio that provides thoughtful growth-driven design, marketing, and communications expertise to brands that need intentional communications to deliver results to custom audiences. And our social mission is to serve intersectional audiences and uplift, empower and celebrate BIPOC women.

**Want to join our tribe as a 2021 intern? Keep reading...**

### Internship Overview

We're hiring Growth-Hacking & Communications Interns who can help us more effectively manage internal and external growth-driven communications campaigns. These interns will be responsible for sourcing, vetting and measuring growth opportunities for the company and its clients and developing comprehensive communications workflows to aid in our success. Your work will be a combination of art and science that helps you understand how to grow and scale a profitable business in a thoughtful way using robust communications strategies. Currently, we are a creative studio that serves a variety of clients and our social mission is to help female entrepreneurs build and grow digital companies that empower their lives.

### **Our goals are to:**

1. Build a premier creative studio by womxn (and their allies) that leverages storytelling and growth-driven practices to influence public narratives, increase brand power and activate buying decisions for intersectional audiences,
2. Ensure 100% of our clients increase their core metrics by 25% or more by working with us,
3. Grow our company revenue to \$1m per year,
4. Share and celebrate our stories via our high tech publishing network , and
5. Cultivate a network of women who are creating more freedom in their lives through their digital business.

And that is where you come in!



Our 2021 Growth Hacking & Communications Interns will assist with a variety of projects. We're looking for reliable professionals who learn fast, are meticulous with their work, and deliver what they say they will deliver.

We need interns who can assist with the following:

- Copywriting and content marketing
- Sales outreach and communications
- Market research and opportunity scouting
- Project management and reporting
- Growth-hacking workflow management

Not sure what some of these things are? Don't worry, you will be trained on this before you start.

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**Job Requirements (do not apply if you don't meet all of these requirements):**

- \* Personal ownership of reliable desktop or laptop computer
- \* Secure home internet access that allows for regular video calls and secure work
- \* Quiet space to complete your work and video meetings without distraction or interruption
- \* Can-do attitude and willingness to learn, deliver work on time and communicate effectively
- \* Extreme comfort working with and learning from BIPOC and women
- \* Ability to meet (virtually with video) every Monday morning at 10 am for a team meeting and work consistently on projects between the hours of 8 am and 5 pm EST Monday-Friday.

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**Additional Job Details:**

- \* Work from home
- \* Hours: at least 10 per week consistently
- \* Pay: \$15/hour

**To apply for our Spring Internship program:**

[https://docs.google.com/forms/d/e/1FAIpQLSfWBRBALjLup4To2EPbvy\\_bo-\\_okx-SM8Qxzo2wPsnKC2njog/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfWBRBALjLup4To2EPbvy_bo-_okx-SM8Qxzo2wPsnKC2njog/viewform?usp=sf_link)

**Who You'll Work With**

You will coordinate with our small, but diverse team of Hey Awesome Girl employees and contractors from North Carolina.

**Who We Are**



As a creative studio, Hey Awesome Girl helps our clients connect with people at the intersections. At our core, we are a creative studio for the ambitious + awakened who are focused on using digital marketing and communications for growth.

As a brand looking to make an impact on the world, we want to exist to amplify the magic of our girl. Our big vision is to be able to contribute to causes that support the empowerment of BIPOC women and also teach tech-enabled women around the world to create more freedom in their lives via a custom high-style publishing platform. *Ultimately we want to both serve clients and publish our own content for BIPOC women.*

### **How We Promote Equity, Cultivate Leaders, and Grow, Together.**

“You don’t make progress by standing on the sidelines, whimpering and complaining. You make progress by implementing ideas.” – Shirley Chisholm

### **What We Believe In**

***Playful competition.*** We compete with ourselves, our results and our goals to produce the best experiences for our audiences...then we celebrate our-damn-selves.

***Vulnerability.*** We believe there’s power in authenticity and vulnerability is the key to authenticity.

***Gold.*** “Gold” is how we describe the quality of our work. It is beautiful, solid and top quality, and – like gold – it may be as sophisticated as a crown or as ratchet as a grill, depending on what you need.

***Flirt.*** We design our content to be seductive and personalized just for awesome girls. If you don’t like it – no worries – there are more fish in the sea.

***Ship it.*** We don’t believe in perfect, we believe in progress, so we ship projects regularly just to make sure we’re moving forward.

***Brave magic.*** We are magical because we are brave. We are brave because we believe in ourselves and our vision. We infuse brave magic in everything we do.

***ManiPlanning.*** We also believe that planning should be beautiful, emotional, inspiring and infused with the power of storytelling and manifestation.



**LOL.** We love to laugh and aren't afraid to sprinkle a few corny jokes, weird puns or just straight up silliness into our work.

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