

# THE PLEDGE

AN ADVOCACY  
INITIATIVE BY  
PROJECT  
MATRIARCHS

JOIN THE  
FOUNDING  
TEAM OF OUR  
ADVOCACY  
BRANCH  
POSITIONS  
AVAILABLE  
FOR SUMMER  
2021 &  
BEYOND

## WHAT WE'RE DOING

Project Matriarchs believes that workplace gender dynamics should reflect our generation's values. We want to work for companies that value caregiving and actively uplift their employees of all genders. This workplace could be one where pregnancy bias doesn't threaten to completely disrupt a person's career, where people of all genders have access to paid parental leave, and where work schedules are flexible enough to accommodate personal responsibilities. Join our team to help us define, direct, and execute this vision.

Project Matriarchs is excited to announce internship roles for Summer 2021! The available roles will comprise the founding team for the Advocacy branch of Project Matriarchs.

"The Pledge," as we currently refer to it, is Project Matriarchs' initiative to place our generation's voices at the forefront of conversations at the intersection of work, caregiving, and gender equity. Our generation is rarely included in these conversations, so with the help of the team being built, we're going to fill this void by verbalizing our generation's demands.

We believe that generational consensus, when leveraged to compel corporate change, will be extraordinarily powerful. When under sufficient pressure, employers will adjust their practices in order to attract the next generation of talent. Affirming our generation's values and growing this consensus will be vital to the success of this movement.

This is an opportunity to be at the forefront of a growing coalition and play a formative, hands-on role in its development. Each of these roles will allow you the autonomy to contribute to the collaborative direction of this initiative. We'll employ a horizontal organizational structure, which will help us actualize our commitment to prioritizing teamwork and collaboration over hierarchy. You'll connect with people and organizations at the forefront of the caregiving and gender equity space as you develop leadership, project management, and problem-solving skills in a creative, entrepreneurial environment.

Together we'll form a community of college students committed to making the workforce reflect our generation's demands.

## PROJECT MATRIARCHS SUMMER 2021 ROLES

### MOVEMENT BUILDING TEAM LEAD

- ~30 hours per week
- Research and engage with national campus organizations to identify best practices using a network model and explore potential collaboration
- Identify key allies on campuses across the country
- Design and execute a national outreach campaign
- Create framework for campus hubs — structure, function, content
- Manage 8 regional Campus Organizers operating in different regions
- Create a method for managing the campus hub network starting in the fall

### REGIONAL ORGANIZERS

- ~10 hours per week
- Collaborate with other regional leaders and Deputy Director of Regionals to create overarching outreach strategy
- Manage outreach to colleges within assigned region of the country
- Host mass outreach events
- Recruit and train campus hub leaders to begin work in the fall
- Collaborate with other regional leaders and Deputy Director of Regionals to create a strategy for sustained communication with college students

### FUNDRAISING & FINANCE TEAM LEAD

- ~30 hours per week
- Fundraise to pay interns
- Fundraise to support initiatives across teams
- Identify and engage with potential funders — foundations and individuals
- Perform grant research and write grant applications
- Manage donor contact database and relations
- Plan and host virtual fundraising events

### FINANCE LEAD

- ~20 hours per week
- Draft overarching budget for Pledge
- Support other teams in creating budgets for projects as necessary

### TEAM MEMBERS

- ~10 hours per week
- Support all functions of the Fundraising and Finance Leads

## PROJECT MATRIARCHS SUMMER 2021 ROLES

### MARKETING TEAM LEAD

- ~30 hours/week
- Develop Pledge marketing strategy
- Support and manage Social Media Lead and Marketing & Design Intern
- Collaborate with other teams on marketing efforts as necessary
- Create new website or additional page on existing site
  - Public dashboard for tracking participation
- Strategize with Pledge Team about launch

### SOCIAL MEDIA LEAD

- ~20 hours/week
- Develop social media presence and manage all channels
  - TikTok, Instagram, Facebook, LinkedIn and Twitter
- Support and manage Marketing & Design Intern

### COMMUNICATIONS LEAD

- ~30 hours/week
- Create internal communication norms
- Lead naming process
- Create communications templates
- Draft all outward-facing written content
- Draft material for website
- Launch and manage Pledge Newsletter
- Interact with press
- Gather data for social media/marketing teams and keep them up to date

### MARKETING & DESIGN INTERN

- ~15 hours/week
- Create Pledge marketing elements and guidelines
  - Logo
  - Aesthetic
- Generate some social media content and promotional content
- Support Head of Marketing and Head of Social Media as necessary

### COMMS & MARKETING INTERN

- ~15 hours/week
- Support all Communications functions
- Assist Marketing Lead and Intern as necessary
- Generate content regularly for Pledge Newsletter

## PROJECT MATRIARCHS SUMMER 2021 ROLES

### RESEARCH & PLEDGE

#### PLEDGE DRAFTING TEAM LEAD

- ~30 hours/week
- Outline and oversee iterative drafting process for the Pledge itself
- Rounds of feedback and revision
- Collaborate with communication and marketing teams to coordinate launch

#### PARTNERSHIP COORDINATOR

- ~20 hours/week
- Facilitate relationships with partner organizations
- Determine framework for organizations and companies to align themselves with the Pledge

#### RESEARCH LEAD

- ~30 hours/week
- Identify key research questions and design approach accordingly
- Assess viability of potential research partnerships with think tanks
- Review and synthesize existing relevant research
- Coordinate with Movement Building Team to involve college students in surveys, focus groups, etc.
- Track relevant news stories, policy updates, etc.

### DIVERSITY

#### DEI TEAM LEAD

- ~30 hours/week
- Lead collaborative value-definition and refine diversity commitments
- Create processes to measure, track, and reach key benchmarks, particularly pertaining to the demographics of students we're engaging
- Promote and support accountability to these commitments across teams in all initiatives
- Create approach for surveying FLI and low-income students' reactions to The Pledge
  - Support Pledge team in implementing changes to reflect findings

#### DEI TEAM MEMBERS

- ~15 hours/week
- Support Director of Male Engagement and Director of DEI in all functions
- Research under-represented and under-valued communities in the workforce in order to adequately advocate for their needs and perspective in 'The Pledge'
- Work with Regional Campus Organizers to engage affinity spaces and multicultural groups on campuses

#### MALE ENGAGEMENT LEAD

- ~30 hours/week
- Strategize to reach and engage male-identifying peers
- Work with Deputy Director of Regionals to implement these strategies on campuses
- Develop partnerships with aligned organizations and create relationships with leaders in this space