



826DC Communications Internship Description

Position Title: Communications Intern
Employment Type: Part-Time Intern
Department: Development

Incumbent: Vacant
Reports To: Development &
Communication Manager
Updated: July 2018

The Communications & Marketing Intern plays an important role by providing support to 826DC's fundraising, external communications, and outreach efforts through our social media and public relations.

Responsibilities

ROI Strategy

- Understand the clear set of goals and objectives set by the Director of Development and Executive Director for communications and social media efforts.
- Help to measure and analyze ROI.

Engagement Strategy

- Listen, respond, ask questions, and engage with 826DC's audience.

Content Strategy

- Curate relevant content to reach 826DC's ideal audience.
- Create seamless content across all social networks.

Promotion Strategy

- Grow 826DC's social network by increasing Likes and Follows.

Design Strategy

- Work with graphic design team to ensure visual content is consistent and compelling.

Conversion Strategy

- Extend reach of posts and tweets.
- Convert social media followers to volunteers and donors.

Other administrative duties

- Coordinate online shipping and receiving for the organization and for the storefront.
- Work a regular weekly shift (3 hours) in Tivoli's Astounding Magic Supply Co., and use shift to inform store visitors about 826DC and its programs.



- Support 826DC fundraising, volunteer outreach, and community events and initiatives, as appropriate; attends, as s/he/they are able, 826DC events and volunteer socials.
- Perform other duties, as assigned.

Expectations

- Interns are expected to be able to work independently to meet deadlines while also maintaining flexibility and adaptability to changing circumstances and situations.
- Interns are expected to take direction from others and offer her/his/their own ideas and recommendations.
- Interns are expected to ask for help, support, and resources when s/he/they need these, and to speak up early when s/he/they are not able to meet a deadline or complete a task or project.
- 826DC expects interns to contribute her/his/their own brand of humor and originality to 826DC's volunteer spirit and to help create a positive working experience with 826DC.

Qualifications

- Minimum commitment of 15 hours per week for the semester.
- Proficiency in Microsoft Word, Excel and PowerPoint.
- Experience with WordPress, Hootsuite, and Adobe Suite a plus.
- Excellent verbal and written communication skills.
- Proven ability to organize and prioritize work.
- Proven ability to work independently with little supervision.
- Excellent interpersonal skills.

Compensation

This internship does not receive a stipend from 826DC. We strongly encourage all interns to research and apply for funding through their university or community as many programs offer grants for unpaid internships at a nonprofit.

Interns of all ages and backgrounds are encouraged to apply. 826DC is an affirmative action/equal opportunity employer, and strongly encourages persons of color, females, LGPTQIA persons, and persons with disabilities to apply for this position.