



Northside Neighborhood House

a hand up through education and assistance

Job Description

Job Title: Social Media & Development Intern

Reports To: Chief Development Officer

Department: Marketing

Classification: Intern, Unpaid

Location: 211 Minor Street

Internship Summary: The Social Media and Development Internship is an opportunity to learn about marketing, social media management and content creation, and fund development in the nonprofit sector.

Program Summary: The Marketing and Development Office plays a vital role in promoting the organization, raising funds, engaging donors, and building strategic partnerships to support the non-profit agency's mission and ensure its long-term sustainability.

Position Summary: The Social Media & Development Intern is an unpaid position and assists in the planning, implementation, and tracking of various marketing and development strategies set forth to raise donor support and increase awareness of services and programs. The intern may create high-quality social media content that explains who we are as an organization, shares updates on organization initiatives, and creatively engages with our audience. Additionally, the intern may be asked to assist with events and activities, support fundraising efforts and solicit donations, write press releases or schedule media appearances, and help with other department tasks related to the student's placement goals.

Typical Working Conditions/Environment: This position operates in an office setting, typically 10 – 20 hours weekly. Occasional visits to other sites or partner agencies may be included as part of the placement.

Qualifications

Education/Experience:

- Experience developing social media content
- Current college student
- Communications, marketing, graphic design, or social media majors preferred, but not required

Skills/Abilities:

- Is committed to understanding and promoting the Neighborhood House's mission to clients, customers, networking agencies, area churches, coworkers, and volunteers.
- Is balanced, tactful, perceptive, and discreet in working with clients, networking agencies, churches, and staff.
- Able to develop and maintain effective relationships across all NNH stakeholder groups.
- Organized and able to successfully manage multiple projects.
- Excellent oral, written and interpersonal skills required.
- Integrity and ability to respect confidentiality.
- Willingness to work as part of a close-knit engaging team, and the ability to work independently.
- Cultural competence to understand and value clients' unique perspectives.
- Able to self-regulate and maintain a calm demeanor during times of high stress.

- Works in harmony with other members of the Neighborhood House's team
- Is dependable, punctual, and honest in dealing with time, money, and materials.
- Professional, organized, thorough and gives attention to details.
- Creative and takes initiative with new ideas.
- Able to follow instruction, be self-reflective and accept feedback.

Physical Skills:

- Ability to sit, stand, bend, and reach
- Ability to lift up to and sometimes over 20lbs.
- Manual dexterity sufficient to operate standard office machines such as computers, fax machines, calculators, telephone, and other office equipment is required.
- Hearing and vision necessary to perform the essential functions of this position required

Equipment/Technology:

- Must be able to use a computer & web-based services
- Must be able to use and quickly learn new software to support agency priorities.
- Experience with Google suite & MS suite preferred
- Experience with iMovie, Canva, InDesign, and Photoshop preferred
- Experience with email, word processing, and spreadsheets required
- Knowledge of & familiarity with social media platforms, particularly Facebook, Instagram, and LinkedIn

Essential Functions & Responsibilities:

Schedule: The schedule will be agreed upon by the student placement supervisor but will generally occur during agency office hours (Monday-Friday from 8:30am-4:30pm). Regular, punctual attendance is expected of all students. Schedule may vary as needed to fully support programming.

Travel: Students may be invited or asked to visit other sites/locations as part of their placement, but no out-of-town travel would be expected.

Equipment/Technology: Computer competency is required. NNH uses Google WorkSpace & Microsoft Office products. The Development department also relies on design applications including Canva, InDesign, Photoshop, and iMovie.

Skills/Abilities: Hearing and vision necessary to perform the essential functions of this position required. Ability to lift up to and sometimes over 20lbs and manual dexterity to operate standard office equipment.

Intern Duties & Responsibilities:

- Writing:
 - Monthly e-News
 - Monthly Thank You letters
- Social Media:
 - Create photo, video, graphic design, and story content for social media account feeds (Facebook, Instagram, LinkedIn)
 - Stability Stories for social media platforms
 - Thrift store promotions on social media platforms
 - Copy/captions for posts on all platforms
 - Create, plan, and schedule posts for our 100th anniversary year celebrations
 - Track Thrift Ambassador social media posts/engagement
- Event Planning:
 - Assist with event preparations. This would primarily involve social media & marketing with some day-of/hands-on assistance
 - Coordination for events including our 100th anniversary celebration & a fashion show

- Website:
 - SEO development on the backside of the NNH website - research keywords and inputs
- Strategy Development & Planning
 - Fundraising events & marketing plans
- Other:
 - Assist with soliciting donations and writing for fundraising opportunities
 - Assist with general communications, including: writing press releases, scheduling media appearances, etc.
 - Support development and design of Thrift Store training materials & videos
 - Translation of rack cards & brochures
 - Assist the Development department with other tasks as needed

Other responsibilities as deemed necessary by supervisor and/or Chief Executive Officer.

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