

Social Media & Communications Intern

Summary of Internship: Haven for Hope (HFH) is searching for a candidate for a Social Media & Communications internship position. The selected candidate will be responsible for assisting HFH in the development and implementation of all social media and assisting with development materials such as newsletters, appeals and annual reports.

Duties & Responsibilities:

- Collaborate with staff on new ideas and tools for social media as well as marketing and communications
- Creation of social media posts on Facebook, Twitter, Instagram, Linked In and any other social media accounts
- Update all HFH social media accounts and website with current and relevant photos, video, or other content from HFH activities and events
- Update and maintain current information on Facebook, Twitter, Instagram, Linked In and any other social media accounts
- Perform research and find articles, stories or other content that is relevant to HFH or homelessness and post to social media
- Respond to posts or comments that bring value to user's interactions with HFH
- Increase engagement throughout all social media outlets through use of creative content
- Grow HFH's online social networks by increasing fan-base and interactions
- Evaluate social media using metrics such as, conversion rate, amplification, applause and economic value
- Monitor social media web analytics and provide reports: prepare weblog reports of commentary posted to the Internet
- Draft and edit content for HFH communication materials including e-blasts, newsletters, appeals, annual reports, and more
- Organize digital images according to purpose (print or web) and designate program categories
- Regularly observe the online activity of other non-profits; research and report on social media best practices
- Assist with creating and designing marketing materials, such as flyers, graphics, e-blasts, newsletters, appeals, annual reports, and more
- Provide event support as needed
- Other duties as assigned

Education/Experience:

- Completion of, or in current pursuit of, Bachelor's degree from a four-year accredited college or university in the fields of English, Marketing, Business Administration, Communication, Journalism, Public Relations, or related field
- Non-profit or community service experience preferred
- Knowledge and experience using Facebook, Twitter, Instagram and other social media platforms required

Skills Required:

- Ability to work in fast-paced, changing professional environment, while multitasking and meeting deadlines
- Must be enthusiastic, self-motivated, detail-oriented and possess excellent organizational as well as writing skills
- Be able to prioritize, problem solve and produce high quality work in accordance with directions given
- Excellent writing/grammar and verbal communication skills, previous writing experience preferred
- Be able to communicate in a professional manner with colleagues, HFH contacts, board members and volunteers
- Proficiency in Microsoft Word, Excel, Outlook and PowerPoint
- Experience with Adobe programs, e.g. Adobe InDesign, Photoshop, and Illustrator, a plus

Essential Information

- This is a semester long internship. Upon successful completion of the internship, the student may be invited to extend the opportunity for an additional semester.
- 15-20 hours/week business hours are M-F 9am-5pm but hours can have some flexibility if approved by supervisor and some Saturdays and evenings may be required
- The pay for the year-long internship is a total of \$7,000, \$3,500 per semester

If interested, please send resume to Resumes@havenforhope.org ; include position title in subject line