

SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY

Digital Design/Social Media Intern Salmon Safe

Portland-based environmental nonprofit focused on water quality and habitat protection seeks a tech savvy college student or recent graduate for a web content development and social media internship to assist in developing and promoting a new website. The internship will reside at our web design firm's Old Town office, creating a unique learning opportunity elevating the on-line presence of a small thriving non-profit from within a nationally recognized full service interactive agency.

INTERNSHIP DURATION & COMPENSATION

One semester (or other arrangement as needed), 10-20 hours per week
This is a non-paid internship with honorarium upon completion

RESPONSIBILITIES AND QUALIFICATIONS

Key responsibilities include:

- Assist in the development of a content strategy for social media, website and blog
- Develop and manage an editorial calendar and policies for new content development
- Monitor conversations and online activity across a variety of social networks and channels
- Develop and maintain content across a variety of social networks (YouTube, Twitter, Facebook, etc)
- Coordinate news stories, blog posts and video interviews with external partners and contributors
- Research other nonprofit websites and social media strategies for ideas and inspiration
- Publish and maintain content within Drupal content management system
- Assist in measuring and analyzing the results

Qualifications

- Passion for environmental protection
- Excellent written and verbal communication skills
- Active participation and experience with social media technology (Facebook, MySpace, Twitter, etc)
- General familiarity with websites and online publishing, photo editing, video editing
- Experience with basic HTML
- Current college student or recent graduate