

Social Media Internship

Job title:	Social Media Intern
Reports to:	Resource Development Director
Credit:	This internship is eligible for academic credit if applicable
Commitment:	Spring 18 semester (add'l semesters if your schedule permits), 13 to 15 hours per week

Alachua Habitat for Humanity is a non-profit organization operating in Alachua County that, together with future and current homeowners, volunteers, and donors, works towards our vision of a world where everyone has a decent place to live. Our core services include our flagship homeownership program, critical home repairs, exterior home preservation, neighborhood revitalization, and our ReStore.

Summary Description

The Social Media Intern's primary responsibilities include creating content for the main affiliate social media accounts, creating family profiles and e-newsletter content, and other written communications. You'll work closely with the ReStore Director and Development Director to connect people to Habitat's mission while increasing our touch in the community. This is an unpaid position – our interns are paid in experience and have access to career-building workshops, networking, and an in-depth opportunity to make a real impact in affordable housing issues on a local level.

Specific Responsibilities

- Create content for the Alachua Habitat for Humanity's affiliate social media accounts, including the #FunFactFriday series to be launched in 2018
- Research articles related to affordable housing issues to be published on social media accounts
- Assist in creation and execution of the campaign for The Amazing Give – a community-wide online giving day
- Write content for e-newsletter, family story profiles, and other written communications as needed
- Compose all written and digital communications in compliance with the Habitat for Humanity International brand user guide (branding guide provided upon start of internship)
- Other duties as assigned (possibly including setting up Alachua Habitat YouTube channel & producing short video clips)

Skills Required

- Excellent written and oral communication skills
- Self-motivation and initiative
- Good communication skills
- Proficiency with MS Office programs, social media platforms (Facebook, Twitter, Instagram, Pinterest, and Hootsuite), and Canva. Proficiency with YouTube and video editing desirable.
- Ability to track and organize multiple projects
- Exhibits commitment to excellence and to Habitat's principles, operations, and guidelines
- Must have reliable transportation

TO APPLY

Please send resume and cover letter as attachments to jpeskin@alachuahabitat.org with the subject line, **"Social Media Intern – Last name, First name"** by **Friday, November 17, 2017**