

## **Social Media Internship**

The Communications & Social Media Internship is a 6–12 month, part-time (6–20 hours per week) opportunity for a dynamic and creative individual passionate about storytelling, digital engagement, and media strategy. This role requires a detail-oriented, proactive team player with an entrepreneurial mindset and the ability to manage multiple projects in a fast-paced environment.

### **Key Responsibilities:**

#### **Social Media & Digital Content:**

- Develop, schedule, and manage social media content for Twitter, Facebook, LinkedIn, and Instagram to promote H.U.G.
- Assist in creating and executing social media campaigns and observances to boost engagement.
- Monitor and analyze social media metrics to measure effectiveness and provide insights.
- Research and source content from staff and other relevant sources to enhance digital storytelling.

#### **Writing & Editing:**

- Draft and edit content, including press releases, media advisories, photo captions, and copy for digital platforms.
- Ensure clarity, accuracy, and consistency in all written materials.

#### **Photo, Video & Graphic Design:**

- Edit and format photos and videos for social media and web using Canva.
- Create infographics, GIFs, animations, and other visual content to enhance messaging.
- Assist with photography and videography when needed.

#### **Media Relations & Outreach:**

- Research and maintain media contact lists.
- Identify and pursue opportunities to share H.U.G. stories with journalists and media outlets.
- Support the writing, editing, and distribution of press releases and media advisories.
- Assist in tracking and compiling media reports.

#### **Communications & Administrative Support:**

- Take notes during meetings and assist with follow-up communications.
- Create and manage PowerPoint presentations for internal and external use.
- Assist in preparing reports for meetings, events, and presentations.
- Provide general administrative support for communications initiatives.

Qualifications:

- Currently enrolled in or recently graduated from a journalism, communications, public relations, marketing, digital media, graphic design, or related program.
- Strong writing and editing skills with attention to detail.
- Experience managing social media platforms and analyzing engagement metrics.
- Familiarity with Canva for photo and video editing (experience with other design tools is a plus).
- Knowledge of media relations and digital marketing strategies is preferred.
- Ability to multitask and adapt to shifting priorities.
- Spanish language skills are a plus.

This internship offers hands-on experience in digital communications, content creation, and media strategy, allowing interns to develop valuable skills while contributing to a meaningful cause. If you're creative, eager to learn, and passionate about making an impact, we encourage you to apply!