

DFER/ERN/ERNA INTERNSHIP POSITION

Position Title: Communications Intern Revised: August 2, 2022

Supervised by: State Director & Deputy State Director, Louisiana DFER/ERN/ERNA

Purpose of Position: To assist the Deputy State Director with communications & marketing

Time Commitment: 10-20 hours per week.

Communications interns will assist the State Director and Deputy State Director, Louisiana DFER/ERN/ERNA with general communications, also known as program drafts reviews, promotion, or marketing. DFER/ERN/ERNA believes it is most effective when it is in communication and relationship with its various audiences – from the stage, in written communications, in social media in all areas. An intern is sought to assist in these areas. Ideal candidates will be energetic, inventive, hardworking, social media and web-savvy, and brimming with ideas about creative ways to engage audiences in the organization's mission, forward thinking and proactive. While assisting with a wide range of projects, interns will gain hands-on experience and training in many aspects of advocacy, political structure, event coordination, logistics marketing and development, while also gaining a good understanding of a small nonprofit organization.

Overall Tasks

- Usage of social media Tools (Facebook, Twitter, YouTube, Google+, etc.) for current and potential One Voice supporters on regular goings on of the chorus.
- Assist with the draft and implementation of the Strategic Development plan for communications, including newsletters (community resource gathering, internal, external, showcasing the events highlights).
- Attend Committee meetings to report and provide input from the social media POV for overall marketing efforts of the season and theme appropriate cycles (Hispanic heritage month, mental health awareness month, educator month, etc.)
- Participate in fundraising, townhall, think tanks, mixers, networking events and potentially anniversary brand design, launch and implementation.
- Assist in coordinating with volunteer web master.
- Assist in creating videos for audience development purposes to bridge the key messages of education reform outreach projects. These videos range from one-and-a-half minutes to four and-a-half minutes. The vignettes are real, honest stories of DFER impact experiences.
- Assist and serve as liaison with certain press opportunities – press releases, sponsorship opportunities, etc. Drafting matters only.
- Assist with program edits.
- Assist with design of marketing booth, backdrop, and banners when appropriate and requested.

Interns' responsibilities will include:

- A commitment to work 10-20 hours per week for four months, with possibility of extension.
- Assisting staff with promoting events.
- Assisting staff with tracking, formatting and archiving reviews and other media.
- Maintaining and updating the Louisiana pertinent social media sites.
- Assisting in the production of advertisements, press releases, and promotional materials.
- Assisting with mailings to media, consumers, and other contacts.