



Position Title: Digital Media & Communications Internship

Reports to: Director of Communications

Status: Paid Internship

Length of Internship: September 2019-May 2020; 10 hours per week

About Fresh Lifelines for Youth

Founded in 2000, Fresh Lifelines for Youth (FLY) is an award-winning nonprofit working to break the cycle of juvenile violence, crime, and incarceration. FLY believes that all our children deserve a chance to become more than their past mistakes. FLY's legal education, leadership training, and mentoring programs motivate and equip youth to change the course of their lives. We are also committed to helping our juvenile justice systems become more just, humane, and equitable. As a result, FLY increases safety in our communities and decreases the costs and consequences of crime.

For more information about Fresh Lifelines for Youth please go to: www.flyprogram.org.

Media & Communications Intern – Position Summary

The Digital Media & Communications Internship will enhance your digital media skills and help you gain knowledge on how digital media strategies can help advance social justice work.

The intern will provide organizational and administrative support to the Communications department, whose core function in the agency is fundraising, supporting events, raising awareness about FLY's youth and FLY's services in our communities, and supporting our advocacy and systems change efforts. They must function efficiently and effectively in a fast-paced professional environment and have the proven ability to complete multiple tasks and projects with diverse priorities and deadlines, and to report regularly on their progress.

The ideal candidate will be dynamic, high-energy, organized, and accountable, and must possess very strong written and verbal communication skills. This individual must be able to organize and maintain administrative processes as directed and guided by the Director of Communications (DOC). They must consistently exhibit a high level of professionalism with all FLY staff, youth, stakeholder and visitors. The Digital Media & Communications Intern will uphold FLY's core values and be internally motivated by FLY's mission.

Duties and Opportunities for Experience:

- **Social media community management**
 - FLY's main channels are Instagram, Facebook, Twitter, and LinkedIn
 - Work with the DOC to develop a social media content calendar
 - Post regularly to FLY's social media channels
 - Monitor social media channels for community engagement; respond and report back as appropriate
 - Research and report on industry best practices in nonprofit social media
 - Monitor and report on our social media performance metrics
 - Help support staff in organizing our social media takeovers
- **Photography and videography support**
 - Create and edit short, informal videos and photos for agency events and for fundraising and general awareness
 - Help develop a photography archive
- **Support for our website**
 - Learn the basics of managing our WordPress website
 - Make content updates as directed and
 - As needed, coordinate with our web firm to make technical updates



- If time allows, work with the DOC to develop basic approaches to Google Analytics and Google Adwords
 - Periodically update our Google page
- **Assist with other online platforms and apps**
 - Examples include Canva for graphics, Mailchimp for email marketing, YouTube, HootSuite social media dashboard, etc.
- **Must be at least 21 years old and have reliable transportation**
- **May include other duties as needed and assigned**

Qualification and Competency Requirements

Positional Competencies – required for Media & Communications Interns

- *Must have reliable transportation and live in or near Santa Clara County area*
- *Very strong written and verbal communication skills; a writing sample will be required*
- *Experience in developing social media content*
- *Experience with organizational social media (highly desired)*
- *Very comfortable with learning new technology*
- *Photoshop experience (desired)*
- *Website development or management experience (highly desired)*
- *Attention to detail, organized and prompt*
- *Quick learner*
- *Graphic Design, Communication, Marketing, PR, or Journalism background*

The Media & Communications Internship is a paid internship. All interested applicants must go to our Careers page on our website, <https://flyprogram.org/about/careers/>. They will click on the link for our open positions and complete the online application process.

Please specify the title of the Intern position for which you are applying within your email's subject line.