



## Communications and Social Media Internship 2010

**Doorways for Women and Families seeks a part-time intern to support our communications strategy and use of social media tools.** This position requires an individual who can communicate effectively, take initiative, multi-task, manage time wisely, and meet deadlines. We value what you have to teach us and we are looking for a team player who will work closely with our social media champions inside and outside of Doorways. **In return, Doorways will provide a meaningful, learning experience in which the intern will:**

- Develop planning, communications, and nonprofit fundraising skills.
- Identify how a nonprofit can meet its fundraising and outreach objectives through thoughtful use of on-line tools.
- Enjoy a friendly work environment.
- Gain insight on how to tell the story of a community nonprofit's work.

**Responsibilities:** The Communications and Social Media intern would be responsible for assisting the Education and Outreach Director and the Development director with the following tasks:

- Coordinate the agencies monthly messaging and communication strategies.
- Draft web-ready content for outreach, education and fundraising online.
- Delineate social media tactics in support of fundraising events, publicity, direct mail, and e-based fundraising.
- Develop a dashboard to monitor social media mentions of Doorways.
- Help develop and define strategies for fundraising opportunities online.
- Help mentor Doorways staff and supporters in using social media.
- Participate in training on using social media to cultivate relationships with supporters.
- Identify social media training opportunities for staff and supporters.

**Qualifications:** Applicants must evidence an interest in communications, web content, and/or nonprofit advocacy. Writing and basic understanding of Microsoft Office programs are necessary.

**Stipend:** \$1000/semester

**Eligibility:** Students at all levels of education with the above experience are invited to apply.

**Length of commitment:** Minimum length of commitment is one semester.

**Weekly hours:** Minimum of 15-20 hours each week, with possibility of day-time, night-time or weekend hours.

**Worksite:** 3179 Wilson Blvd, Arlington, VA 22201 (Clarendon Metro)

Please submit a cover letter and resume to Simone Schonenberger, Volunteer & Intern Coordinator, via e-mail at [sschonenberger@DoorwaysVA.org](mailto:sschonenberger@DoorwaysVA.org) with *Social Media Intern* as the subject. Call Simone at 703-522-8858 x 33 with questions. For more information about Doorways visit our website at [www.doorwaysva.org](http://www.doorwaysva.org).