

Internship Overview: Social Media Marketing Intern



Application Deadline: No Deadline

Position: Part-time, Unpaid, For Credit only

Timeframe: Spring 2020

About here there and EVERYwhere

here there and EVERYwhere (htE) is a nonprofit, repurposed goods platform that provides survivors of economic hardships, domestic abuse, sexual assault, and human trafficking with an avenue for creative expression. While incorporating art therapy and ethical design* concepts, survivors are taught vocational & entrepreneurial skills in sewing, jewelry making, and crafts to bring new life to discarded items. The end product is a culmination of creativity, catharsis, and dedication, which we share with donors and customers through our transparent donation tracking system, the htE Dove.

*Ethical design upholds three main objectives: social responsibility, environmental awareness, and meeting the needs of the survivors, the public, and you!

For more information about htE, please see our website at www.htEVERYwhere.com

Internship Description

This Social Media Marketing internship will provide you with experience in and familiarity with marketing strategy and social media. You will be working closely with the Executive Director, Development Manager and Communications Intern on developing overarching themes for the year and managing all social media channels. You will be given exposure to a wide range of database, research and administrative tasks carried out by a non profit organization.

Projects and tasks you may work on include:

- Developing and implementing social media strategy after getting to know the organization and participating in a class or two.
- Managing and overseeing all social media content
- Working with founders, communications and designers to ensure content is informative and appealing.
- Developing social media campaigns (paid and organic) and report on the results on a monthly basis.
- Monitoring engagement and suggesting ways to improve content per network.
- Communicating with industry professionals and nonprofit influencers via social media to create a strong network.
- Using social media marketing tools for content creation and scheduling such as Buffer, Ritetag, Postfity, Hootsuite, Planoly, Drumup.io; Familiarity with visual tools like Canva or Adobe Spark, Lumen5 or Ripl is a plus.
- Assessing current campaigns to measure success and profitability.
- Assisting with mailings, filing and special projects as needed.

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You will also have the opportunity to attend and participate in our weekly creative expression workshops for survivors and team meetings with volunteers and interns, and will be able to integrate into the htE community by participating in social events with the htE team. You will have multiple opportunities to learn about the other departments and curriculum programming.

Location and Hours

- You will be based in the five boroughs of New York and will work mostly independently.
- Hours can be flexible to accommodate different types of schedules.
- Workshops will take place at the Family Justice Center in Financial District starting January 2020.
- The internship will commence in January and continue until May 2020, with the option to extend for Summer and Fall semesters.
- This is an unpaid position, and must be for school credit. Students should check with their individual academic institutions for requirements.

Qualifications and Experience

- Current enrollment in an undergraduate or graduate program of study.
- Strong interest in human rights.
- Good interpersonal and communication skills; must be willing to work as a team player to develop a unified message, but just as easily work independently.
- Demonstrated ability to work collaboratively, effectively, and professionally.
- Superior organizational skills, attention to detail, commitment to data accuracy, and follow-through.
- Excellent multitasking and time-management skills.
- Openness to working with individuals from all different backgrounds.
- Self-motivated and able to “own” projects from start to finish.
- Critical thinking and problem-solving skills to flexibly address issues as they may arise.
- Some familiarity with the latest social media best practices and technologies and/or a willingness to learn them. Prior experience a strong plus.
- Ability to maintain confidentiality of clients’ information: we work with survivors of domestic violence, sexual assault and human trafficking whose information must remain confidential when working with anyone outside of htE.
- Ability to remain calm and collected in tense, stressful environments: workshops can sometimes become tense, as we are working with trauma survivors and children.

How to Apply

Please send a cover letter and resume to connect@htEVERYwhere.com. Include “Social MEdia Marketing Intern, Spring 2020” in the subject line.