



Job Title: Public Relations/Social Media Intern
FLSA Status: Part Time
Reports to: Director of Communications & Community Outreach

The Center for African American Health is a community-based nonprofit organization dedicated to improving the health and well-being of African Americans. The Center works toward health equity for the underserved African American community by offering culturally competent health education and outreach that empowers community members to overcome the root causes of health problems, maximize their own individual health and access health and support services.

The Center is building upon existing partnerships and creating new collaborations to begin to address the needs of children, youth and families. We are looking for detail-oriented and organized team members who excel in fast-paced nonprofit environments, are interested in working to promote community health through inquiry, innovation and impact and in joining a well-respected, high-impact organization with a rich history of community service.

Public Relations Responsibilities

- Assist with developing, writing, distributing and maintaining press releases/kits
- Assist with media relations, including pitching, researching and scheduling interviews if needed
- Assisting with organization of photo opportunities and events
- Assist in editing/writing CAAH stories, web content and marketing materials
- Assist with proofing materials for style, grammar, etc.
- Track press coverage and clipping press hits
- Assist in updating media contact information
- Coordinate and provide support health and wellness events
- Assist with data entry for reports

Social Media Responsibilities

- Online outreach and promotion using Facebook, Twitter, Pinterest (social media optimization)
- Create engaging social media content
- Increase overall visibility and awareness of Center
- Monitor trends and online activity across a variety of social networks and channels
- Research other nonprofit websites and social media strategies for ideas and inspiration
- Build relationships with the online communication staff at other nonprofits
- Recruit followers on Twitter and fans on Facebook

Requirements/Qualifications

- Strong computer skills, familiarity with Microsoft Office 2016, Word, Excel, Outlook, PowerPoint
- Excellent communication skills verbal and written
- Passion for writing both short and long copy
- Knowledge of social media – Facebook, Twitter, Pinterest, Instagram, YouTube, blogs, etc.
- Excellent attention to detail and high motivation to learn
- A proactive, service focused attitude toward community and Center
- Ability to prioritize work and complete tasks with quick turnaround
- Proficient multitasker and resourceful

- Ability to generate, share and follow through on creative ideas and projects
- Knowledge of graphic design for collateral materials

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Compensation

Internship is unpaid and available for credit from the individual's college or university. Ideally this individual will dedicate 20 hours a week during summer 2017, with flexibility to accommodate other commitments.

How to Apply

Qualified candidates are encouraged to apply by submitting a cover letter, three writing samples, resume and two letters of recommendations to the following email address including Public Relations/Social Media Intern in the subject line: Careers@caahealth.org. No phone calls please. All applications must be submitted electronically – none will be accepted in person. More information about The Center for African American Health can be found on our website at www.caahealth.org

The Center for African American Health is an equal opportunity employer. We do not discriminate on the basis of race, color, religion (creed), gender or gender expression, age, national origin (ancestry), disability, marital status, military status or sexual orientation in any of our activities or operations.