

## **Africare Communications Summer 2013 Internship**

**Title:** Social Media and Online Marketing Intern  
**Area:** Headquarters  
**Dept.:** Communications Department  
**Status:** One unpaid internship with a minimum commitment of eight (8) weeks  
**Credit:** Academic credit is available  
**Location:** Washington, D.C.  
**Reports to:** Kesi Gardner, Digital Media and Communications Specialist

### **DESCRIPTION:**

We're seeking to enhance our online presence, spread brand awareness, and utilize the website as a platform for knowledge. Africare is seeking someone to provide support with online marketing and in-house support of marketing initiatives and efforts as well as creative thinking on how to virally spread the word. Undergraduate students in their senior year or graduate students are encouraged to apply.

### **DUTIES and RESPONSIBILITIES:**

- Help maintain and update content on the website
- Assist with updating reporting on performance of online marketing campaigns
- Assist with research supporting the Marketing and Development department, including online marketing opportunities, social media outlets such as Facebook, Twitter, YouTube, etc.
- Maintain communication with our online community, including emails, blogs, posting comments, etc.
- Maintain and assist in audit of website and all live web pages in order to monitor traffic and domains
- Assist in organization of media assets (photos, videos, etc.)

### **SKILLS and QUALIFICATIONS:**

- Experience working in an office environment
- Background with extensive online research
- Interest in Africare's and international issues
- Demonstrated creativity and flexibility
- Ability to balance multiple tasks simultaneously and meet deadlines
- Willingness to learn new things
- Ability to work well with others
- Sense of humor
- Demonstrated creativity and flexibility.
- Good organization skills
- Background in Microsoft Office, Basic HTML code, Internet search, and social media sites
- Basic knowledge of Adobe Creative Suite

### **RECOMMENDED QUALIFICATIONS and SKILLS:**

- Experience in using Facebook and other forms of social media
- Knowledge of issues affecting Africa, development assistance or general interest in gender and development and international policy, advocacy and/or communications.

### **TO APPLY:**

Please send **cover letter, resume and a two page writing sample** via:

- Email (preferred, with "**Social Media Marketing Intern**" in the subject line of the email) to [internships@africare.org](mailto:internships@africare.org)
- Fax 202 387.1034 or
- Regular mail:

ATTN: Human Resources Department  
Africare  
440 R Street, N.W.  
Washington, D.C. 20001

*Interviews will be scheduled on a rolling basis. Early application is strongly encouraged.  
The position will remain open until filled. Applicants will be contacted directly to schedule an interview.*

***Africare is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, national origin, political affiliation, religion, gender, disability, and/or sexual orientation.***