

# Lutheran Social Services Position Description



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Division/Department: Advancement/ Development

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Internship Title: Communications Intern – (Unpaid Seasonal Internship)

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Reports to (Title): Marketing Manager - Development

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Location: Jacksonville

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## SUMMARY

This communications internship is a 3 to 6-month, unpaid internship. This role requires an energetic, dedicated and detail-oriented person who can manage multiple tasks. This individual is a team-player with a willingness to learn and adapt to shifting priorities.

The Communications Intern, under the supervision of the Manager of Marketing and Communications, will assist the Development team with tasks including, but not limited to: writing and editing, photo and video production and editing, web and social media analytics, social media content, graphic design, media relations, digital asset management, event coordination and other communications and administrative support tasks as assigned.

The ideal candidate is an undergraduate/graduate student in journalism, communications, public relations, marketing, digital filmmaking, digital media, graphic design or a development-related field; candidate is looking to satisfy course credit and gain practical experience within the area of communications.

## ESSENTIAL DUTIES & RESPONSIBILITIES

### Social Media:

- Draft and schedule social media content to promote LSS blogs posts, videos and media coverage on Twitter, Facebook, LinkedIn and Instagram
- Contribute to social media quantitative and qualitative analytics reporting.
- Pitch ideas for social media content and campaigns

### Writing and Editing:

- Assist with developing and maintaining content for LSS Web site
- Assist marketing with writing blog content
- Develop pitch ideas for web content
- Assist marketing manager with creating quarterly, external newsletter content and e-blasts
- Assist development with grant research and writing

### Photo, Video and Graphics:

- Take pictures and video as needed at events or happenings around the office
- Assist with creating graphics for online channels and print
- Write and distribute electronic and print newsletters for agency and specific programs for both internal and external audiences
- Assist with promotional pieces for special events, as needed
- Develop collateral materials and display pieces for trade show booth displays
- Represent LSS-Jax at trade show type events, as needed
- Develop videos and PowerPoint presentations for promotional and training purposes
- Assist with grant research and writing
- Other Duties as Assigned

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## WORK EXPERIENCE & JOB-RELATED SKILLS (Required/Preferred)

### Required:

- Excellent oral and written communications skills, including a knowledge of grammar, punctuation and sentence structure
- Ability to adapt voice to different audiences
- Excellent organization skills with attention to detail and ability to multi-task
- Ability to work in partnership with other team members
- Proficient computer skills

## EDUCATION, CERTIFICATION, LICENSURE (Required/Preferred)

- Currently enrolled in a related bachelor's degree or graduate program: journalism, communications, public relations, marketing, digital filmmaking, digital media, graphic design or a development-related field
- Agreement in place with educational institution

## REQUIRED JOB COMPETENCIES (Behaviors For Effective Job Performance)

- Adaptability / Attendance
- Coordination/Collaboration
- Customer Focus
- Flexibility
- Listening/Oral Communication

## WORK ENVIRONMENT/PHYSICAL DEMANDS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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| Activity:<br>(if more than 2+ per day) | <input checked="" type="checkbox"/> standing <input checked="" type="checkbox"/> sitting <input checked="" type="checkbox"/> mobility <input checked="" type="checkbox"/> climbing <input checked="" type="checkbox"/> balancing<br><input checked="" type="checkbox"/> writing <input type="checkbox"/> crawling <input checked="" type="checkbox"/> squatting <input type="checkbox"/> bending <input checked="" type="checkbox"/> filing <input type="checkbox"/> twisting |
| Lifting to include:                    | <input type="checkbox"/> up to 10lbs. <input type="checkbox"/> 11-25 lbs. <input checked="" type="checkbox"/> 26-60 lbs. <input type="checkbox"/> 61-75 lbs. <input type="checkbox"/> over 75 lbs.<br><input type="checkbox"/> pushing <input type="checkbox"/> pulling <input type="checkbox"/> carrying   |
| Environmental Conditions:              | <input type="checkbox"/> cold <input checked="" type="checkbox"/> heat <input type="checkbox"/> wet and/or humid <input type="checkbox"/> noisy <input type="checkbox"/> vibration <input checked="" type="checkbox"/> fumes <input checked="" type="checkbox"/> dust<br><input checked="" type="checkbox"/> odors <input type="checkbox"/> mists   |
| Sensory:                               | <input checked="" type="checkbox"/> hearing to converse <input checked="" type="checkbox"/> hearing to use telephone <input checked="" type="checkbox"/> talking<br><input type="checkbox"/> tasting/smelling <input checked="" type="checkbox"/> reading distance 1-5ft. <input type="checkbox"/> reading distance 10-30ft.  |
| Driving:                               | <input type="checkbox"/> incidental driver <input type="checkbox"/> regular driver  |
| Keying:                                | <input type="checkbox"/> Occasionally (2-3 hours weekly) <input type="checkbox"/> Frequently (2-3 hours daily) <input checked="" type="checkbox"/> Continuously (4+ day)  |
| Safety:                                | lists specifics:  |

*The statements included in this Job Description are intended to describe the general nature and level of the work being performed by the person assigned this internship. They are not intended to be an exhaustive list of all responsibilities, duties and skills required.*

Intern Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Lutheran Social Services is an Equal Opportunity Employer