Communications Intern

Cool Kids Campaign announces an opening for a Communications Intern. The successful candidate has the ability to help coordinate a number of communication related duties that support our programs and events. We are looking for a collaborative, self-starter that embodies “The Cool Kids Way” by positively influencing our mission and each other, providing outstanding guidance on our influencer network and social media platforms, being creative and collaborative and honest, and having fun! If you believe you can bring your own unique spirit, then Cool Kids is the place for you.

ABOUT US COOL KIDS CAMPAIGN:
Cool Kids Campaign Foundation, a 501(c)(3) nonprofit corporation, is devoted to improving the quality of life for pediatric oncology patients and their families by focusing on the academic, social and emotional needs brought on by a cancer diagnosis. Founded in 2006, Cool Kids Campaign keeps in mind that kids are kids, healthy or sick, and every kid wants to feel “cool” even when they don’t feel well!

General Description:
This internship reports directly to the Managing Director and is responsible for helping plan and execute social media strategy, creation of You Tube content, coordinating and creating content for our quarterly Connections newsletter, and assisting with other communication platforms (such as Constant Contact). We seek an individual who can help us build a communications plan for our existing social media influencers and assist us in growing and diversifying our influencer network. Requires an understanding of our mission, goals and attendance at events.

This internship is unpaid, but does provide college credit.

Expected Hours of Work:
Cool Kids core business hours are 9:00am to 5:00pm Monday – Friday. This internship is generally expected to work 8-10 hours per week during core business hours and occasional weekend work as related to events and other business needs.

Travel:
Occasional travel is primarily local during the business day.
Essential Duties & Responsibilities:
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Should you need an accommodation due to disability, please contact the Coordinator of Programs & Events.

Social Media
- Create engaging text, image and video content.
- Design posts to sustain readers’ curiosity and create buzz around events and programs
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Research audience preferences and discover current trends
- Stay up-to-date with changes in all social media platforms ensuring maximum effectiveness
- Assist in training co-workers to use social media in a cohesive and beneficial way
- Implement online marketing strategies through social media platforms such as Facebook, Twitter, Instagram and LinkedIn
- Suggest new ways to attract prospective supporters, like promotions and competitions

Cool Kids Connection
- Assist in creating and sourcing articles and editing quarterly newspaper

Influencer Network Management
- Responsible for creating and maintaining a social media marketing kit to be used by our network of influencers. This will include all messaging, graphics and a calendar of postings.
- Create a strategy to grow and diversify our network of social media influencers
- Create a means to measure the growth of our influencer network.
Required & Preferred Experience:

- Strong proficiency with major social media platforms with an emphasis on growing our followers and subscribers
- Must be highly strategic and able to develop a plan to grow our network of influencers
- Ability to create engaging text, image, video content and flyers/posters/emails
- Must be driven to help Cool Kids achieve its fundraising and programmatic goals.
- Strong organization and administrative ability to manage multiple tasks; detail oriented and strong ability to follow up
- Must be able to work at times with minimal supervision or direction; ability to work independently
- Excellent communication, analytical, writing and editing skills

Work Conditions & Physical Requirements:
This job operates in a professional office environment and routinely uses standard office equipment. The physical demands described here are representative of those that must be met by an intern to successfully perform the essential functions of this job.

While performing the duties of this job, the intern is:
- Regularly required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear
- Regularly lifts and move boxes, supplies and equipment up to 20-50lbs.
- Will experience prolonged sitting, keying of data and speaking on the phone

General Office & Other Duties:

All staff members, interns, and volunteers are expected to be flexible, cooperative and adaptable in their support of our overall organizational operations. As a non-profit, our team is
committed to serving wherever needed. This includes miscellaneous office duties such as cleaning and organizing materials, special event set up and breakdown along with other duties that help ensure the collective success of our mission. Cool Kids Campaign is an ever growing and changing organization. Events and Programming are subject to continuous update, expansion and change. In addition, we expect our staff, interns, and volunteers to be professional at all times, and maintain and protect the confidentiality of patient and family information.

Please note this internship description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the intern for this internship. As the Foundation evolves, so will this internship description. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The duties listed above are intended only as illustrations of the various types of work that may be performed. Duties, responsibilities and activities may change at any time with or without notice.

The internship description does not constitute an agreement between the employer and intern and is subject to change by Cool Kids Campaign Foundation as the needs of the organization and the requirements of the job evolve. Your internship with Cool Kids is voluntary and is subject to termination by you or Cool Kids Campaign at will, with or without cause, and with or without notice, at any time.

Intern signature below constitutes understanding of the requirements and duties of the position.

Signature: ________________________________

Date: ________________________________