

# Communications Intern

## FLSA Classification and Employment Status

Unpaid Intern

## Reports to

Volunteer & Development Manager

## Date

Created: 05/2021

## Schedule

Varies; may include evening, weekends

## JOB DESCRIPTION

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### Summary/objective

The Communications Intern is a highly motivated, self-starter to assist with marketing and communications efforts for the Highland Lakes Family Crisis Center and the Good Neighbor Thrift Store. The Communications Intern assist the Volunteer & Development Manager with website updates, as well as content creation, management, and monitoring of HLFCC's various social media platforms. The Communications Intern also assists in filming and editing videos for the agency. The Communications Intern assists with administrative tasks for the Development Department. This individual must be a team-player with a willingness to learn and ability to manage multiple tasks.

### Essential functions

*Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions. Applicants will provide support in the following areas. As no single applicant is likely to have all of the following skills, applicants with experience in at least 2-3 of these areas, and a willingness to expand their skillset should feel comfortable in applying.*

- Social Media:
  - Draft and organize social media content to promote HLFCC blogs, videos and media coverage on Twitter, Facebook, LinkedIn, and Instagram
  - Contribute to social media quantitative and qualitative analytics reporting.
  - Create and coordinate content for social media campaigns and observances.
  - Monitor and research trending topics and tools.
  - Source content from staff and local, state, and national coalitions.
  - General social media planning, research, reporting and coordination as assigned.
- Writing and Editing:
  - Photo captions
  - Blogs
  - Project descriptions
  - Interviewing
  - Copyediting
  - Press releases and media advisories
- Photo, Video and Graphics:
  - Edit and format photos and videos for social media and web.
  - Photo, video and audio editing
  - Photography and videography
  - Infographics
  - Gifs, animations, and graphics
  - Digital asset management
- Media Relations:
  - Help compile and update media contact lists.
  - Prepare media reports on assigned subjects.



- Identify and research opportunities to share HLFCC stories with relevant journalists and media outlets.
- Assist with press release/media advisory writing, editing, distribution, and media outreach.
- Assist with media interview scheduling and coordination.
- Assist with scheduling and coordinating of photo/video shoots.
- Miscellaneous Communications and Administrative Support:
  - Taking notes during meetings
  - Create and manage PowerPoint presentations.
  - Report preparation for meetings and presentations
  - Purchasing and expense reports
  - Mail and shipping
  - Event planning and coordination
  - General administrative and communications support as assigned.

### **Required Education, Experience and Competencies**

- Ideal candidate is a current student or recent graduate in journalism, communications, public relationship, marketing, graphic design, or a development-field.
- Excellent interpersonal skills and ability to function as a part of a team and work in collaboration with outside agencies.
- Ability to provide culturally competent services and work with diverse staff and clientele in an empathetic and non-judgmental manner.
- Strong organizational and written communication skills.
- Valid Texas driver's license access to reliable transportation.
- Familiarity with community-based services in Burnet, Blanco, Llano and Lampasas counties.

### **Supervisory responsibilities**

None

### **Additional eligibility requirements**

- Must pass background check, including fingerprinting clearance.
- Ability to work in the United States.

### **Affirmative Action/EEO statement**

Highland Lakes Family Crisis Center is proud to be an equal opportunity employer. We do not discriminate with regard to race, color, religion or belief, national, social or ethnic origin, sex, age, physical, mental or sensory disability, HIV status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status.

### **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.

*Highland Lakes Family Crisis Center (HLFCC) is a non-profit agency serving family violence and sexual violence victims and survivors in Burnet, Blanco, Llano and Lampasas counties. The supportive, non-judgmental environment at HLFCC works to ensure every survivor feels safe, empowered and confident. Domestic and sexual violence cross all age, racial, ethnic, nation-orientation, sexual, gender preference, spiritual and socioeconomic boundaries.*