

Communications Intern



Location: NAMI Massachusetts office (Boston) and remote

Hours: 15 hours per week

Duration: Start date in September 2020

Preference for a 9-month internship, but willing to discuss alternate lengths of time

Benefits/compensation: Paid hourly

Organization Description: The National Alliance on Mental Illness (NAMI) of Massachusetts is a nonprofit grassroots education, support, and advocacy organization dedicated to improving the lives of people diagnosed with mental health conditions and their families. Founded in 1982, NAMI Massachusetts is the state's voice on mental health conditions. We are committed to providing meaningful internship experiences that include relevant real-world work experience and mentorship.

Internship Description: The Communications Intern will create and manage content and strategy across NAMI Mass social media platforms as well as assist in updating and developing content for the website and weekly e-newsletter. The intern will work independently and collaboratively to develop content, promote events, engage audiences, and enhance our organization's social media and communications footprint. We are looking for someone with a creative, self-starter attitude and a willingness to learn and build an engaging social media community.

Responsibilities and projects:

- Create relevant and unique content for multiple social media platforms, including Facebook, Twitter, Instagram, and LinkedIn, that aligns to our mission and values
- Take the lead in planning, managing and executing social media content and creating a consistent look and feel across all platforms
- Write and publish compelling social media content to engage audiences
- Manage/update photo and video content on social media
- Design and present new social media campaign ideas
- Maintain a weekly and monthly calendar to track content and engagement
- Monitor all social media platforms for trending news, ideas, and feedback
- Collect and curate content from a variety of stakeholders, partners, and organizations
- Engage with other social media users to increase engagement and following
- Build and engage social audiences across multiple channels
- Assist with the design and development of our weekly e-newsletter

- Assist with updating content on our website
- Promote events and fundraising through social media platforms, the website, and the weekly e-newsletter
- Update event calendars on website and social media

Key skills and Qualifications:

- High level of proficiency and experience using social media platforms, including Facebook, Instagram, Twitter, LinkedIn and YouTube
- Proficient in Microsoft Office (Excel, Word, Outlook)
- Proficient in Google Platform (Google Drive, Google Docs, Google Sheets)
- Excellent writing and storytelling skills
- Experience using scheduling tools (such as HootSuite) preferred
- Basic video editing skills preferred
- Basic photography and visual design skills preferred
- Experience using Canva, Adobe Photoshop, or other design programs preferred
- Experience creating and managing social media content for businesses/organizations (including school clubs and organizations) preferred
- Strong organization and time management skills
- Ability to manage and prioritize multiple tasks in an organized manner
- Keen attention to detail in proofreading and copy editing
- Ability to work independently and with teams
- Interest and/or experience in writing, social media management, video production, and social trends
- Interest and/or experience in mental health, education, advocacy, and nonprofits
- Experience navigating the mental health system for yourself or a family member is a bonus
- Computer and internet access required

Required Education or Experience: College students and those who are looking for real-world experience are encouraged to apply. We welcome people of all cultures, races, identities, and experiences.

Support: The Communications Intern will receive instruction, supervision, and support from the Assistant Director of Community Education and Training. You will be provided with guidelines, tools, and resources to help you manage this work.

To Apply: Send an email to Michelle Ward, Assistant Director of Community Education and Training, at mward@namimass.org. Please include a cover letter stating why you are interested in this internship along with a copy of your resume.

NAMI Massachusetts does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. NAMI Massachusetts is an equal opportunity employer.