

MEMBERSHIP & COMMUNICATIONS INTERNSHIP



Description

Assist Oregon Walks staff to ensure communication goals are met through creating content, providing administrative support, and overseeing social media activities – with a focus on our annual membership drive.

Time Commitment & Compensation

This is a three-month paid internship, with an ideal start date of March 12th, running through mid-June. Approximately 10 hours/week with a flexible schedule.

The intern will receive a \$1,500 stipend.

Responsibilities

Communications

- Attend bi-weekly editorial meetings with staff to familiarizes self with current projects/ campaigns, develop communications schedule & execute required tasks
- Schedule weekly social media posts, ensure all images, links, hashtags, etc. are correct
- Brainstorm and execute engagement activities via social media, i.e.
 - How-to mini stories: “How to report a pothole.” / “How to request a speed limit change.”
 - Spotlight stories: interview board members, volunteers, friends, etc. on their walking stories
 - Walking Trivia, Photo Contests, “I walk because...” Campaign, etc.
- Maintain & update website, making sure all links are working & accurate
 - Curate a list of resources & “how to” guides to aid with community advocacy efforts
- Assist Volunteer & Events Manager with creating & updating graphic design project briefs
- Compile relevant news articles & share on social media platforms
- Collect & post on website all media coverage of Oregon Walks
- Prepare Google/social media diagnostics reports for quarterly communications committee meeting

Membership

- Outline and implement communications plan for month-long annual membership drive
- Assist Volunteer & Events Manager in planning & executing annual membership event
- Research similar organizations’ membership benefits structures, note best practices
- In collaboration with staff, develop plan for membership appreciation & benefits post membership drive – including events and activities to grow membership base and engage existing members.
- Assist staff and board with updating membership pricing & language

To Apply:

Please send a short cover letter detailing your interest in working with Oregon Walks, and your current resume to our Volunteer & Events Manager, Inna Levin: inna@oregonwalks.org by **March 5th 2018 at 5pm.**