



## **Communications & Digital Media Intern Spring 2020 Internship**

The Fresh Air Fund has provided free summer experiences to more than 1.8 million New York City children from low-income communities since 1877. Each summer, thousands of children visit volunteer host families in rural and suburban communities along the East Coast and Southern Canada or attend six Fresh Air camps in upstate New York. Young people also participate in year-round leadership and educational programs. The Fresh Air Fund is an independent not-for-profit agency.

**The Fresh Air Fund is seeking a Communications & Digital Media Intern to assist the Communications department's staff from late January through May 2020, and requires a two day/week commitment.**

*The **Communications & Digital Media Internship** is focused on helping to increase brand awareness for The Fresh Air Fund. The intern will get an interactive, hands-on experience in the nonprofit communications field, including media relations, publicity, digital content and social media.*

### **Responsibilities:**

- Coordinating, writing and sending: feature stories, media alerts, press releases and pitch letters to media outlets along the East Coast and Southern Canada
- Making follow-up calls to media outlets to help secure press placements
- Drafting social media posts and scheduling posts using Hootsuite and Later
- Tracking social media insights and analytics
- Archiving press clippings and social media mentions
- Developing knowledge of current trends in nonprofit digital media space
- Assisting with other department tasks such as answering phones, cataloging and tagging photographs using photography management system, assisting with creation promotional materials
- Attending Fresh Air Fund programs to secure content (interviews and photos)

### **Qualifications:**

- Passion for The Fresh Air Fund's mission
- Drive to learn
- Experience with Facebook, Instagram, Twitter, and LinkedIn
- Excellent time management and communication skills
- Collaborative work ethic

- Strong organizational and interpersonal skills
- Strong writing skills
- Video editing, and/or graphic design experience is a plus

**Details:**

- Job Type: Internship
- Compensation: School Credit only
- Required education: Currently earning a Bachelor's Degree
- Required experience: 0-2 years (including internships and work-study programs)

To be considered, please submit a cover letter and resume to Katie Borrazzo, Communications Coordinator at [kborrazzo@freshair.org](mailto:kborrazzo@freshair.org) with COMMUNICATIONS & DIGITAL MEDIA INTERN in the subject line.

The Fresh Air Fund is proud to be an equal opportunity employer, committed to inclusive hiring, and dedicated to diversity in its work and on its staff. We strongly encourage candidates of all identities, experiences, orientations and communities to apply.