

the *Fresh Air* fund

serving children since 1877

Communications & Social Media Internship

The Fresh Air Fund, an independent, not-for-profit agency, 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 along the East Coast and Southern Canada and at The Fund's five overnight camps in Fishkill, New York. Fresh Air children also participate in year-round leadership and educational programs. For more information, visit www.freshair.org.

The Fresh Air Fund is seeking talented and passionate interns to assist the Communications department's staff from January through May 2017. The hours are 9:00 am—5:00 pm, and require a two or three days/ week commitment.

The Communications & Social Media Internship is focused on helping to increase brand awareness for The Fresh Air Fund's programs. The intern will get an interactive, hands-on experience in the nonprofit communications field, including media relations, publicity, 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
- Attending Fresh Air Fund programs to secure content (interviews and photos)
- 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
- Assisting with other department tasks such as answering phones, cataloging and tagging photographs using photography management system, assisting with creation of flyers, brochures, posters, videos, etc.

Qualifications:

- Passion for communications and nonprofits
- Drive to learn
- Extended knowledge about Facebook, Instagram, Twitter, and LinkedIn
- Excellent time management and communication skills
- Collaborative work ethic
- Organizational and interpersonal skills
- Strong writing skills

- Working knowledge of the media and communications industry, video editing, and/or graphic design is a plus

Details:

- Job Type: Internship
- Compensation: School-credit *or* \$11/hour
- Required education: Currently earning a Bachelor's Degree
- Required experience: 0-2 years (including internships and work-study programs)

The intern will report primarily to the Communications Coordinator and to the Director of Communications.

To apply, please send a cover letter and your resume to Ms. Alix Samuel, Communications Coordinator, at asamuel@freshair.org with "**SPRING COMMUNICATIONS INTERN**" in the subject of the email. Applications without a cover letter will not be considered.

The Fresh Air Fund is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, marital status, national origin, or disability.