



Digital Marketing and Communications Intern Job Description – November 2017

Location: *Miami, FL*

About Dream in Green

Dream in Green's mission is to empower individuals to respond to climate change and other environmental challenges facing local and global communities. We assist diverse organizations, including schools, households, local governments and businesses to reduce their environmental footprint. Through establishing partnerships in our community, we develop, implement and oversee educational programs and workshops that promote environmentally sustainable behaviors among all age groups, with a particular emphasis on K-12 students. For more information visit www.dreamingreen.org.

Position Description

The Digital Marketing and Communications intern will conduct an analysis of Dream in Green's current digital marketing efforts, develop goals, a strategic plan and be responsible for the implementation of the strategic plan over the course of a 4 – 6 month internship period. He/she will provide recommendations to the Executive Director on how to enhance the organization's engagement and digital marketing tactics to build brand awareness and fundraising results and utilize analytics tools. He/she will be responsible for the growth of our digital engagement and branding over the course of the internship period. The intern may also assist with other duties as assigned.

Responsibilities and Duties

- Support the management of Dream in Green's social media accounts
- Develop and implement a strategic plan to increase Dream in Green's digital reach and social media engagement
- Curate and develop daily content for digital media that builds meaningful connections and encourages follower engagement
- Develop infographics and other creative materials that support brand identity and awareness
- Copyedit and proofread site content and other materials
- Support with writing and developing of newsletters and other materials as needed
- Distribute event information and promo material across multiple online channels and public event calendars
- Clean and update mailing/membership lists and databases
- Support Dream in Green with program tasks as needed

Qualifications

- Excellent writing skills
- Experience with Microsoft Office suite, Adobe Photoshop, Social Media Platforms (Facebook, Instagram, and Twitter), website/google analytics tools
- Organized and detail-oriented
- Must be a team player and demonstrate the ability to work effectively in a volunteer environment
- Currently enrolled or recently graduated from an accredited Bachelor's or Master's degree program. Preferred majors include: Communications, Marketing/Communications, Journalism, Digital Media, Environmental Sustainability or Science



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Learning Benefits

- Opportunity to develop and implement a digital marketing project and demonstrate results over the course of internship
- Develop critical professional skillset (i.e. teamwork, meeting project deadlines, etc.) to improve your resume and have a higher chance of landing an entry-level job after college
- Opportunity to acquire experience within the non-profit sector and support mission-based work

Duration: Four-six month commitment minimum.

Schedule: 5 to 10 hours per week to be defined according to intern's schedule.

Submission Procedure

If interested in applying for this unpaid internship, please send resume and cover letter to HR@dreamingreen.org