

Marketing and Communications Internship Job Description

Spring 2020

About Gasp

Gasp is a non-profit, health advocacy organization whose mission is to advance healthy air and environmental justice in the greater Birmingham area through education, advocacy and collaboration.

Description of Internship:

Gasp is seeking a volunteer intern for the 2020 spring semester to help increase visibility of the organization's brand in the greater-Birmingham area and to raise awareness of the health effects of air pollution. The intern may be asked to assist with various aspects of the organization's marketing and communications activities.

Work Schedule:

The internship will begin on February 3rd and end on May 15th.

Gasp office hours: Monday-Friday, 9:00am-5:00pm. The ideal number of weekly hours is 8-10. The intern will design their own schedule and can complete their hours at the Gasp office or remotely. We ask that the intern work from the Gasp office for one day per week for 3-4 hours. The internship may require occasional evening/weekend events.

Responsibilities

Communications Responsibilities

- Updating and maintaining the organization's various social media platforms (e.g., Facebook, Twitter, Instagram, etc.)
- Assist in planning, writing and managing print and email newsletters
- Draft, distribute and pitch news releases, media alerts and other stories
- Creating content for Gasp's website
- Assist with the design of flyers, graphics, and other digital and print collateral

Additional Responsibilities

- In addition to the above, the intern will be asked to write three brief blog posts (200-600 words) throughout the internship reflecting their experiences as an intern, explaining a topic related to Gasp's mission.
- Gasp frequently has air quality issues that arise and need addressing through research, outreach efforts or other means. The intern may get "pulled" from their regular project to work on such issues as they arise.

Qualifications

- Self-starter/proactive
- Excellent written and oral communication
- Analytical skills
- Troubleshooting skills

- Problem-solving
- Proficiency in WordPress and knowledge of HTML is helpful but not required
- Working knowledge of common graphic design software (e.g., Adobe Photoshop, Illustrator, and InDesign)
- Grasp of social media tools and platforms (e.g., Facebook, Twitter, Instagram)

Additional Requirements

Intern must be willing to sign the following: a non-disclosure agreement, confidentiality policy, conflict of interest policy, and conflict of interest disclosure form.

How to apply

Please send resume, and a cover letter (via email is fine) explaining why you are interested in the internship to jobs@gaspgroup.org by January 17th, 2020.