

TRICKLE UP

Social Media & Communications Internship

Deadline: Rolling

Hours and Duration: Part-time ~15-20 hours per week

Location: Remote

Trickle Up goes further to create breakthrough opportunities for the world's poorest people. We've been working nonstop for more than forty years to help resourceful but marginalized people start and run profitable businesses. Our unique approach helps people in poverty turn their passion into profit so they can build better lives for themselves. We focus on reaching vulnerable people that others leave behind—women, indigenous people, refugees, and people with disabilities. Our dedicated staff comes from all over the world. We have teams based in Guatemala, Uganda, and India, so we're always close to the communities we serve.

We are currently looking for a Social Media and Communications Intern to help build Trickle Up's social media presence and engage with our followers. In addition, the intern will also assist with the timely migration of articles to Trickle Up's website. The position is remote. This is an unpaid internship position.

Scope of work

With direct oversight from the New York-based Communications Officer, the intern may be involved in one or more of the following activities:

- Creating new content tailored to Trickle Up's social media platforms
- Assist in managing organization's social media accounts by scheduling and posting content
- Create story concepts in collaboration with the Communications team
- Plan, create, and schedule future social media campaigns
- Monitor various social media platforms including Facebook, Twitter, Instagram, and LinkedIn
- Assists in tracking and updating our social analytics
- Engage with followers, peer organizations, partners, and funders through our social channels
- Monitoring media and other outlets for relevant news, trends and coverage of Trickle Up and issues related to the fields of international development and poverty alleviation
- Assist in the migration of past articles and stories from Trickle Up's archive to our new website

- Handling some administrative responsibilities including maintenance of files and digital content

Learning objectives

At the end of the internship, the intern is expected to:

- Gain exposure to the economic development and poverty alleviation field.
- Acquire knowledge related to best practices in planning and implementing social media strategies.
- Gain professional experience in working collaboratively to design and implement a social media strategy.

Requirements

- Have excellent writing and rigorous analytical and critical-thinking skills.
- Have advanced verbal and written communication skills.
- Have a sharp eye for editing.
- Have an interest in marketing, communications, and/or social media management
- Enjoy working collaboratively and with minimal supervision.
- Be familiar and comfortable managing social media platforms and creating compelling content
- Be able to commit between 3-4 months, at least 15 hours per week.
- Be comfortable with light website management.
- Familiarity with WordPress a plus.

Application

Please send the following documents to Andrew Rizzardi at rizzardi@trickleup.org:

- Cover letter
- Resume
- One (1) writing sample in English (max. 5 pages)

Please indicate "Social Media Internship Application" in your subject line.

Applications are considered on a rolling basis. Applicants with the required skills will be contacted for interviews; *please do not call*. Thank you for your interest in Trickle Up!