



## **Butte Humane Society**

### **Social Media and Public Relations (PR) Intern (*UNPAID*)**

#### **Position Description**

The Social Media and PR intern will be working as part of the Communications and Development (CAD) department and reports directly to the Marketing and Special Events Associate.

#### **Duties and Responsibilities:**

- Create a variety of posts, including development of photos/video/web links etc., for social media platforms and outlets.
- Monitor and Evaluate BHS social media accounts and adjust profiles/settings as directed.
- Attend BHS events for live posts.
- Draft and disseminate press releases to local news, radio and via social media.
- Research, write and submit article content (i.e. magazine articles).
- Posting BHS events on local Community Calendars.
- Collaborate with staff to communicate with the public via multiple platforms.

#### **Capabilities:**

- Comfortable around animals
- Maintain a professional appearance and demeanor during all interactions with staff and public.
- Highly organized, self-motivated, detail orientated
- Basic computer knowledge and ability to research on the internet.
- Ability to work independently and in collaboration with others
- Above average communication abilities.

**Contact with Others:** Will have contact with the general public in person and via phone/email/social media.

**Working Conditions:** Internship will be in an office environment, local events and local offsite locations.

#### **Additional Position Requirements:**

- **Availability:** 10 hours per week (minimum) – Generally Monday – Friday 8:00 am – 5:00 pm. Availability for weekend and evening mobile events/ programs. Specific dates and times will be discussed during interview.
- **Physical Demands:** Must be able to lift at least 50lbs and to sit for long periods of time.
- **Other:** A personal laptop is required for this position. The purchase of a volunteer t-shirt (\$10.00) is required.
- **Driver's License:** Must hold and maintain a **valid CA driver's license** and proof of insurance for duration of the internship

**Compensation:** This is an **unpaid internship**. We are happy to assist in receiving academic credit or providing a letter of reference/recommendation upon successful completion of the internship.