



villages in partnership

partnering villages. creating sustainable development. transforming lives.

address:

20 High St. PO Box 52
Allentown, NJ 08501

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609-468-6029

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Social and Digital Media Internship Job Description

VIP is a nonprofit organization located in Allentown, New Jersey dedicated to lifting entire villages in Malawi out of extreme poverty. Founded in 2009, Villages in Partnership operates in 26 villages serving approximately 19,000 people within the District of Zomba of southern Malawi. Our approach focuses on developing six critical areas of resources (water, food, health, education, infrastructure and economic development) simultaneously which move villagers from survival to sustainable lifestyles. Through partnerships with “villages” in the developed world (families, churches, businesses, universities...) with villages in Malawi, all lives become changed.

VIP is looking for a dedicated individual for a 6-month internship, unpaid 8-12 hours per week. The intern will work directly with the Development Coordinator and Executive Director to manage a consistent presence on both our Twitter and LinkedIn accounts. In addition to growing these social platforms, this intern will also help to create a media contact list and create pitches to publicize newsworthy information to reporters. Responsibilities for this position are included below:

Responsibilities

- Consistently update Twitter and LinkedIn accounts with VIP updates and interesting content related to our organization.
- Research articles related to our projects in Malawi to share online.
- Interact and communicate with like-minded accounts to start conversations, increase followers, and answer any questions.
- Keep track of social growth and important interactions to communicate with team.
- Conduct research to develop a media contact list of publications to whom VIP can reach out with news worthy information.
- Write strong and captivating pitches with VIP updates and stories to send to media contacts for publicity.
- Monitor similar organizations to identify best social practices through email marketing, Twitter, and LinkedIn posts.
- Write occasional blog posts related to VIP updates and related information.

Candidate Qualifications

- Studying marketing, communications or journalism.
- Strong written and oral communication skills.



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• Attention to details and deadlines.
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- Ability to work from your own laptop.
- Willingness to be proactive and bring ideas to the team.
- Positive attitude and self-starter.
- Able to work a 8-12 hour week.
- Flexibility to work one day in our office and the remaining time from home or campus.

If interested in this position, please send your resume and cover letter to Carissa Rea at info@villagesinpartnership.org by Friday, October 12th 2018.