



# Communications & Events Intern 2021

## Communications

- A2S Intern will create, edit, and manage content development for A2S and other online properties working across the organization to ensure content is current and relevant to current communications priorities.
- Explore creative ways to increase A2S's visibility
- The intern will post or edit A2S content on social media platforms.
- Work with Communications and Events Manager to identify new content and additions to all online platforms to keep them fresh and engaging.
- A2S intern will observe the A2S website for mission consistency and writing accuracy and enforce style guidelines for both text and layout.
- The intern may partner with A2S for repurposing web content and manage content translations as needed.
- The intern will work closely with A2S staff to develop and execute a content strategy consistent with communications priorities.
- Evaluates site content and analyzes site metrics for value in search engine optimization and optimizes web content for conversion on calls to action, search engine traffic, and other key performance indicators.
- Advances site quality and usability by researching and recommending ways of packaging and presenting content.
- Keeps up-to-date with best practices in writing for the web, social media trends, web usability, web design, and non-profit industry trends.
- Performs other related duties as assigned

## Events:

- Work alongside the A2S team to further develop and grow existing fundraisers, increase participation, and increase funds from prior years.
- Work with A2S staff to plan, develop, and execute newly established fundraising campaigns.
- Manage and update material for the A2S annual benefit, Soulful Supper, within the chosen auction platform.
- Join annual benefit committee meetings, assisting in note-taking and implementation of planning and execution.
- Assist in communication with 3rd party fundraisers/crowdfunding.
- Provide input into evolving events within A2S: i.e., A2S Scavenger Hunt, Christmas in July.

## Skills:

- Familiarity and knowledge of Google Drive, all social media platforms, Canva, Mailchimp, Later, Adobe Suite, and WordPress are beneficial.

Please send resume and cover letter to [info@a2sfoundation.org](mailto:info@a2sfoundation.org).