

## COMMUNICATIONS & DESIGN ASSISTANT

### DESCRIPTION

The Communications & Design Assistant is custom designed for a creative who is looking to further investigate their talents while being able to gain valuable experience in a variety of areas of Communications & Media. The internship will provide opportunities to perform in the fields of photography, videography, copywriting, social media marketing and website building. This position is also custom designed to integrate the intern's passions with the desired products to create interest and unity between the communications team and the rest of the organization. This internship will also require online research, search engine optimization, independent creative ideas and campaigns and community engagement.

### INTERNSHIP RESPONSIBILITIES

- Taking high-definition photos and videos to be used for marketing purposes and stock photography/videography.
- Uploading all media to the appropriate server or Dropbox account.
- Organizing and archiving all digital images and videos.
- Organizing and archiving all press-related content, and community engagement feedback.
- Maintaining the organization's archive of digital images, videos, and other content.
- Performing research to find articles, stories, resources, and other content that is relevant to marketing in our area and context.
- E-mail correspondence.
- Media-related outreach, and follow-up with brand partners.
- Graphic design-related duties i.e., creating original, customized images for social media sharing and engagement.
- Engaging online audience on social media, and replying to comments, questions, and messages.
- Uploading video content to YouTube and Vimeo, with proper SEO descriptions, tags, and keywords.
- Basic editing of photos and video content.
- Completing other administrative or digital media projects as assigned.

### REQUIREMENTS

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail-oriented with proficiency in the area's photography, videography and social media.
- A willingness to learn new creative talents that have yet to be mastered or exercised.
- Experience with Microsoft applications and internet browsers. (Experience with Photoshop and Final Cut Pro a plus.)
- Familiarity with mainstream social media platforms, including but not limited to, Facebook, Twitter, and Instagram.
- Available to work 9 hours per week.

Candidates should maintain a positive attitude under pressure, have an ability to prioritize time sensitive assignments, be creative and flexible, exhibit a strong work ethic, and enjoy working with a wide range of personalities. Most importantly, the candidate should be willing to take on multiple tasks in a fast-paced environment and be able to complete and submit assignments remotely. This internship will benefit someone who is interested in marketing, arts, education, media, graphic design, photography, videography, community relations, non-profit management, or audience development.

**ELIGIBILITY**

This is a part-time internship, and we require that you have your own computer to complete internship projects, and are able to work remotely, when not assisting with live meetings and events. Compensation will be determined at time of hire.

**TO APPLY**

Please send your resume and cover letter to [admin@identitydaytona.org](mailto:admin@identitydaytona.org)