



MFANGANO ISLAND • SUBA DISTRICT, KENYA

2017 Communications Intern

Organic Health Response

Organic Health Response (OHR) is a small and growing nonprofit organization that supports the people of Mfangano Island, in Western Kenya to strengthen the health, resilience and voice of their communities. Registered as a 501(c)3 status organization in Colorado, the Organic Health Response is working to build and diversify our communications strategy in order to promote and share the impact of our work to new and existing audiences.

Position Overview

Passionate about using social media to tell stories and share impact? OHR is seeking a highly motivated *Communications Intern* to oversee the successful implementation of OHR's new Social Media Plan! With nearly one-quarter of the world's population on Facebook alone, it's clear that social media networks offer an extraordinary opportunity for OHR to communicate with existing and new audiences to show impact and encourage involvement such as donations or volunteer work. If you are a creative who loves telling stories during your own work hours, this is a great opportunity for you!

Key Responsibilities

- Lead implementation of OHR's Social Media Plan by crafting regular posts and curating OHR's social media pages
- Collect content from US and Kenyan team members for regular and ongoing use
- Revise and refine the Social Media Plan based on monthly analysis of OHR's social media presence to meet OHR's three primary social media goals:
 - Show impact of organization to existing audience/members/donors
 - Reach, educate, and activate new audiences to get involved
 - Promote and increase donations to OHR's Q4 Solar Capital Campaign
- Assist OHR's admin team in refining and finalizing the Draft Editorial Calendar for OHR's Solar Capital Campaign launch scheduled for September 2017
- Other activities may include: blog writing, e-newsletter design, website updates, video creation, and other communications-related tasks

Qualifications, Skills, & Knowledge

- Current student looking to fulfill undergraduate or graduate requirements in communications, nonprofit management or public administration program or recent graduate of related field
- Demonstrated experience or knowledge in the following social media platforms – Facebook, Instagram, Twitter, and YouTube
- An active interest in using social media to share inspiring stories (written, oral & video)

- Self-starter, strong organizational skills, attention-to-detail, ability to work independently as well as part of a team, cross-cultural communication skills
- Basic proficiency in video production/editing, Constant Contact, and Wordpress is an advantage

Requirements

- Must work from personal computer

Duration

8-10 hours per week with a minimum 3-month commitment (6-8 month commitment preferred), schedule is flexible

Start date: September 1, 2017

Location

Organic Health Response has staff and board members across the US. This internship is distance-based/work-from-home, however, preference will be given to a candidate in Minneapolis/St. Paul, MN. The Communication Intern supervisor, is based in St. Paul, MN.

Compensation

Although this is an unpaid position, this is an exciting opportunity for any individual seeking to gain direct experience with communications management and execution in a small, global nonprofit. Throughout the internship, this individual will gain hands-on experience managing a social media plan process - from planning and preparation to implementation and follow-up. This is a perfect opportunity for any individual excited about social media and is passionate about telling inspiring stories!

To Apply

Please send your resume + answers to the below questions by August 21, 2017 to Kelsi Hines at khines@organichealthresponse.org.

- 1) What excites you about this position and what are you hoping to gain from it?
- 2) Please describe one of your skill sets that will directly benefit you in this position?

Information

For more information about the Organic Health Response, visit our website at www.organichealthresponse.org or contact Kelsi Hines at khines@organichealthresponse.org.