

RDSHP Social Media & Internet Marketing Intern

- **Reporting Relationship:** This position reports directly to RDSHP's Web and Social Media Director.
- **Working Hours:** 10 – 20 Hours Weekly, some evening and weekend event participation may be required.
- **Duration:** 3- 6 months
- **Pay Level:** Paid internship, plus college credits *

OVERVIEW

The Richard de Lone Special Housing Project (RDSHP.org) is looking to hire an intern with strong knowledge and understanding of the digital media landscape, including various social media websites. As the first Social Media Intern for RDSHP you will help define and shape the organization's long term Social Media strategy, be responsible for implementing a media calendar, write documentation of the program's components, and perform essential functions in the execution of various RDSHP initiatives.

The Intern's primary responsibilities will be focused on the following three areas:

1. Assist in the development of RDSHP's Internet and Social Media Strategy

- a. Help define and launch the RDSHP social media program in support of the organization's stated mission:
 - Educate the public about Prader-Willi syndrome
 - Provide social services to people suffering from Prader-Willi syndrome
 - Build and maintain homes for people suffering from Prader-Willi syndrome and other mental or physical disabilities
- b. Help define, develop, and build out the components of a Content Manager's Editorial Calendar (ie. Social media, website, and blog content management)
- c. Monitor and post on blogs, forums, and social networks
- d. Perform social media market research
- e. Collect and analyze marketing data to develop and adjust outreach planning
- f. Develop a Best Practices manual for RDSHP's Social Media brand

2. Project Manage development of the concept and execution of "Building a Dream" Video Blog

- a. Assist RDSHP founder, Lesley de Lone, in developing the format, and "brand" delivery of video blog,
- b. Coordinate production scheduling and execution of video blog uploads
- c. Establish blog archiving system

3. Assist in research, awareness, and execution of a 2015 RDSHP crowd funding campaign.

REQUIREMENTS

- Self-motivated, with demonstrated ability to work productively under self-direction.
- Highly organized and task oriented.
- Takes initiative, shows creativity, collaborates effectively.
- Demonstrated ability to execute assignments and complete tasks.
- Detail oriented with the ability to multi-task effectively under time pressures.

- Enthusiasm for the social space and already using multiple basic tools (ie. Twitter, Facebook, LinkedIn, YouTube, Pinterest, a personal blog, etc).
- Familiarity with all aspects of social media. Solid understanding of the internet and social media marketing best practices.
- Strong work ethic and positive attitude.
- Project a consistently positive presence in your social communications.
- Ability to communicate appropriately in a variety of settings – including formal, casual, online and in-person.
- Demonstrated effective writing skills; someone with a good sense of wit and charm in their writing is appealing.
- Strong critical thinking skills.
- Fearless attitude towards technology and a willingness to learn.

QUALIFICATIONS & EXPERIENCE DESIRED:

- Marketing, Business, Communications, or Advertising majors, with strong digital or web based experience, and/or a solid understanding of fundraising and non-profit organizations are encouraged to apply.
- Proficient using WordPress for content management and/or web development (HTML/CSS).
- Proficient using Microsoft Office suite.

ABOUT RDSHP.org

The Richard de Lone Special Housing Project was formed for charitable purposes with the express mission, as stated in the Articles of Incorporation, to educate the public about Prader-Willi syndrome, to provide support services to people who have Prader-Willi syndrome, and to build and maintain homes that serve people who have Prader-Willi syndrome and other individuals with developmental disabilities who have similar residential management needs. Learn more at www.rdshp.org.

503(c) INFORMATION

The Richard de Lone Special Housing Project was endorsed and filed as corporation number 3054865 by the Secretary of State of the State of California on November 16, 2007, and was officially recognized by the Internal Revenue Service as a fully tax exempt 501(c)(3) public charity on September 2, 2008.

CONTACT Richard de Lone Special Housing Project (RDSHP)

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TO APPLY, please forward resume and cover letter to: scott@rdshp.org