

Social Media Internship at Hudson Pride Center

OVERVIEW

Hudson Pride Center is a home *and* a voice to the diverse LGBTQ+ community of Hudson County. Our mission is to enhance the lives of LGBTQ+ people by creating a safe physical and virtual home, social services and programs that meet the ongoing needs, and to build trust with each and every person that seeks our help.

We are a 501(c)(3) non-profit community-based organization serving Hudson County and home to the largest LGBTQ+ community in New Jersey. Hudson Pride was established in 1993 to serve as an advocate for both the LGBTQ+ and HIV/AIDS communities in Hudson County and almost 30 years later, we are still delivering a wide array of services, programs and events!

INTERNSHIP OVERVIEW

The Social and Digital Media intern will play an active role in the development of Hudson Pride's online community. This intern will review Hudson Pride's presence on various social media platforms as well as help create and publish content that is relevant to our community base. They will regularly analyze and report on the activity on social media networks as well as the HPC website.

They will also assist in maintaining HPC's archive of digital images, videos, and other content. This intern will learn how to reach communities, promote events or programs through the internet, and gain experience in social media platforms and the tools used to access their performance.

The internship requires a 3-6-month commitment period. The internship is a part-time unpaid position. Hours are flexible.

ROLES AND RESPONSIBILITIES

The internship program is designed to provide interns with the opportunity to use social media to enhance nonprofit work, engage with our targeted communities, as well as LGBTQ+ advocacy work. Interns will work under the direct supervision of the Community Engagement Manager. The intern will have the opportunity to work with other staff members in a wide variety of projects.

Assignments will include:

Social Media

- Suggesting updates for Facebook, Twitter, Instagram, and other accounts
- Responding to posts or comments to bring value to user's interactions with HPC

- Suggest posts through email in a timely manner on news and announcements concerning the community
- Performing research to find articles, stories, resources, or other content that is relevant to the community, and emailing posts to staff for our Facebook, Twitter, and Instagram pages that invite conversation and interaction
- Emailing updates for our Facebook, Twitter, and Instagram accounts, sending staff current and relevant photos, video, or other content from HPC activities and events
- Growing HPC online social networks by increasing fan-base and interactions

Digital Media

- Taking pictures and videos of trainings, events, and other activities, to be developed into content for the HPC website, Facebook, Instagram, and other social media platforms
- Uploading HPC photos and videos to the appropriate server or media sharing account(s)
- Organizing and archiving digital images and videos
- Creating flyers for events, groups, and other occurrences
- Completing other digital media projects as assigned

Research

- Regularly observing the online activity of model organization, research, and report on “social media best practices.”
- Completing other research projects as assigned.

Location: Jersey City, New Jersey

*This is a hybrid position that requires in-person and remote hours.

HOW TO APPLY

Please send your resume and cover letter to Joseph Zapata (He/Him) at joseph@hudsonpride.org

Hudson Pride Center is an equal opportunity employer and an inclusive organization. People of color, women, and LGBTQ+ people are strongly encouraged to apply.