



844-357-2463  
2 Ravinia Drive, Suite 1540  
Atlanta, GA 30346  
ufhi.org

## Social Media Intern Job Description

**Reports to:** Interim VP, Partnerships and Engagement

**Position Status:** Intern (Summer)

**Time Commitment:** 20-25 hours per week

**Compensation:** Stipend

### ORGANIZATION

Uniting for Health Innovation (UfHI), formerly PAHO Foundation, is an independent, nonprofit organization that unites government, industry, and local communities to advance innovation in public health. In 1968, the Pan American Health Organization (PAHO) created PAHO Foundation, previously the Pan American Health and Education Foundation (PAHEF). In 2018, we became UfHI.

Responding to new challenges, we refocused our organization strategically to build bridges between diverse partners and stakeholders. As an independent 501(c)(3), we are nimble – and bring together nontraditional and traditional voices to improve public health outcomes. Leveraging an inclusive and collaborative framework, UfHI seeks to craft and test more agile, effective programs to challenges requiring multidisciplinary thinking.

Website: [www.ufhi.org](http://www.ufhi.org)

### PROJECT DESCRIPTION

UfHI is seeking an enthusiastic and proactive Social Media Intern to work with our Communications and Development departments to further our fundraising and development goals. As a small but growing team, the intern will have access to and work alongside all staff that include but are not limited to Communications, Development, Programs, and Operations. The intern will participate in and lead campaigns and strategy to strengthen UfHI's ongoing online fundraising and community engagement efforts. The Social Media Intern will work closely with the Development and Operations departments and report directly to the Interim, VP, Partnerships and Engagement.

This internship is intended to provide training and professional experience to students or other appropriate individuals whose career intent includes communications, marketing or public relations. This internship will provide practical entry-level experience by working directly with the Development department and the entire UfHI team to provide ongoing support of the organization's communication efforts.

Like other organization interns, the Development Database Administrator intern will be responsible for working with and maintaining the confidentiality of proprietary and sensitive documents and information for UfHI.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

Working closely with the UfHI's Communications and Development departments, the Social Media Intern will:

- Support the promotion of fundraising campaigns on all social media platforms, which include Facebook, Pinterest, Twitter, LinkedIn, and Google+;
- Assist with community engagement and donor cultivation efforts on all social media channels;



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- Perform daily news roundups to promote relevant news items on UfHI's social media networks that would further boost the organization's online following and engagement;
- Update and use the organization's social media/editorial calendar to suggest daily, weekly, and monthly ideas to post on social media that would showcase UfHI's program work and/or current fundraising campaigns;
- Help develop social media messages that showcase UfHI's programmatic work;
- Proactively identify and suggest new opportunities and ideas for using social media and our website to increase our community of donors and followers, while also utilizing Google Analytics, Hootsuite, and other social media metric tools to track and analyze progress;
- Research and implement the best ways to increase traffic to our website and target new donors and partners;
- Support the marketing and promotion of events and other special projects;
- And other duties as needed by the Communications and Development staff.

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in Communications, Marketing, or a related field.
- Proven ability to manage and operate social media platforms, including Facebook and Twitter, and demonstrated understanding of how to utilize social media as a vehicle of nonprofit brand and donor awareness and promotion.
- Knowledge of current trends and new developments in social media marketing.
- Ability to write in diverse styles for different audiences and across media.
- Strong organizational skills, ability to effectively manage priorities in a fast-paced environment, and meet deadlines with attention to detail and quality.
- Excellent knowledge of MS Office and Windows-based applications.
- An interest in global health, international development/fundraising, social media, and/or marketing/content management is a plus but not required.

### **LEARNING OBJECTIVES**

- Develop an understanding of how to create effective social media and marketing messages for a public health nonprofit;
- Learn how to utilize social media to build and engage with a diverse community of donors, followers, and influencers;
- Learn how to track trends and analyze marketing analytics from social media platforms and our website.

### **LANGUAGE SKILLS**

Excellent English written and verbal communication skills are required for this position. Knowledge of and proficiency in Spanish would be valuable.

### **TIMEFRAME/HOURS**

This internship will be for the Summer with flexible start and end dates. The intern can work up to 20 hours per week.

### **INTERNSHIP BENEFITS**

By working with a cross-disciplinary team of nonprofit industry professionals in the global health arena, the intern will gain invaluable experience in many facets of the nonprofit sector, which include partnership and



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online engagement, social media marketing, public relations, and more. The intern will participate first-hand in the development and implementation of a variety of fundraising campaigns and will have the opportunity to lead his/her own.

Other: Free parking, casual dress, complimentary access to on-premises gym, on MARTA line, and more

### **APPLICATION INSTRUCTIONS**

Candidates must submit a resume and cover letter expressing their passion for the organization's mission and fit for the internship position at: [hr@ufhi.org](mailto:hr@ufhi.org).

THIS POSITION IS IN ATLANTA, GA  
Uniting for Health Innovation is an equal opportunity employer

