



Social Media Intern

Position Overview: Are you passionate about promoting disability rights? Are you ready to build broad-based support for issues that are crucial to the lives of Oregonians with disabilities? Do you have a knack for new media content creation?

We're looking for an intern—based anywhere in Oregon—who can help build our online community and move them to act. This is an exciting opportunity to help us to grow our social media presence and recommend new strategies to leverage media channels to further our organizational goals.

Essential Functions/Principal Accountabilities:

Plan and produce content, and measure results.

Plan content:

—Work with Communications Specialist to evaluate primary audiences, frequency of posts, content type, timing, content mix (including promotional, informational, and curated content), writing style, and tone.

—Audience analysis: Help to deepen our understanding of our online audiences. Listen to community members, local partner organizations, and other voices in the disability community nationally. Design proposal for prioritizing different audiences and their needs.

—Research best practices in the field and evaluate tools for content production. Coordinate with Communications Specialist to develop an individual work plan for proactive content sharing on social media channels.

Produce content:

—Produce a variety of content for social channels. The type of content will depend on individual's interests but could include short videos, graphics, photos, and blog posts, including Q&A interviews. We're especially interested in spotlighting disability rights leaders across the state. Someone who is enthusiastic about helping to identify and interview leaders from different communities would be an asset.

— "Know Your Rights": Help to package content Communications Specialist creates with attorneys as part of project to empower our audiences with self-advocacy tools, and introduce or explain legal issues to a lay audience.

Evaluation: Collect and parse analytics for each channel, include breakdowns of geographic areas within the state where appropriate. Research best practices in the field.

Knowledge, Skills, and Abilities Required:

Background in communications preferred. Strong writing skills preferred.

The ability to work remotely for the duration of the internship is an option.

We are especially interested in working with people with lived experience with disability and/or people who speak more than one language.

About Disability Rights Oregon

Disability Rights Oregon upholds the civil rights of people with disabilities to live, work, and engage in the community. The nonprofit works to transform systems, policies, and practices to give more people the opportunity to reach their full potential. For 40 years, the organization has served as Oregon's Protection & Advocacy system.

Compensation and hours

This is a volunteer position.

The duration of the commitment will be determined by the individual's availability; however, it is anticipated that the internship would last a minimum of three months.

How to apply:

To apply, please submit a letter of interest and a copy of your resume to eseaberry@droregon.org.

If you need to submit your application in an alternate format or have difficulty accessing the application form, please contact us.

Deadline: March 31, 2018. Applications will be considered on a rolling basis.