

Charles Houston Advisory Council

Digital Media Intern/Volunteer

The Charles Houston Advisory Council (Council) seeks a Digital Media Intern to work with the Council, the Charles Houston Recreation Center staff, and volunteers to provide social media and website support. This includes digital marketing to build awareness about the Rec Center and various programs, activities, and special events, and increase engagement through email, web design, mobile marketing, and social media.

Ideal candidates will have a resume or cover letter that demonstrates:

- At least six months' experience working in social media/ digital marketing
- Familiarity with e-marketing platforms (Constant Contact and/or Mailchimp, Aweber)
- In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, and the Google platforms
- Familiarity with and usage of Word Press
- Excellent project management and organizational skills with the ability to manage multiple projects
- Proven writing and editing skills
- Ability to provide updates, news, and announcements in a timely manner using appropriate content (blogging)
- The desire to work collaboratively with staff and volunteers
- Ability to take pictures and videos of events for use on the website, Facebook, and Twitter pages
- Ability to review data on the performance of social media platforms and adjust plans or strategies to optimize reach (Google Analytics)
- Working knowledge of SEO/SEM

The ideal candidate will be:

- Located in the Alexandria, Virginia, area
- Able to dedicate a minimum of 5 hours per week
- A creative self-starter who is comfortable with both taking initiative and working in collaboration
- Detail oriented with strong written and verbal communication skills

Charles Houston Advisory Council

The Council is a 501c3 tax-exempt nonprofit organization. As such we have the ability to engage in fundraising to support or establish recreation center programs and facility improvements at the community level.

The Council is a group of local and concerned volunteers providing input and support to Rec Center staff on the facility and its programs. The Council advises staff on the types of recreation services and facilities desired by the local community and helps to promote the available programs for all age groups.

Please email resume and cover letter to the Charles Houston Advisory Council at charleshoustonrec@gmail.com by October 1.