



## Digital Marketing & Communications Intern

The Athens Area Humane Society rescues and protects companion animals by providing for their wellbeing, uniting them with loving homes, and advocating for a compassionate society. We envision a society where all dogs and cats have a loving home and the bond between pets and people is celebrated. Founded in 1899, AAHS is among the first charitable organizations in Athens and one of its most beloved. Thanks to the generosity of individual donors, small family foundations, and legions of community volunteers, AAHS helps, heals, and homes more than 4,000 pets annually.

### Position Overview

The Digital Marketing & Communications Intern is responsible for assisting in the development and implementation all digital marketing and communications strategies for the Athens Area Humane Society. The incumbent will primarily be responsible for gathering supplemental content for social media; providing feedback on written content; assisting in production of marketing materials and advising on modifications to the organization's website. This position requires a basic understanding and appreciation of AAHS's mission, vision, organizational values, marketing plan and objectives, and programmatic overview to ensure consistent and accurate messaging across digital communication channels.

### Digital Content & Brand Management

- Ensure any communication-related tasks are consistently aligned with branding guidelines and are engaging, well-written, and appropriate for target audiences.
- Provide critical and creative input on marketing and communication campaigns and activities prior to implementation.
- Capture and report digital media features of AAHS, including blogs, press releases, e-news, online and promotional copy, fundraising appeals, etc. using online listening tools.
- Disseminate internal communication updates to staff, volunteers, and/or board members.
- Take high-quality photographs for use in social media, promotional materials, adoption posts, etc. and upload to organizational photo library.
- Provide feedback on website updates to ensure positive user experience.

### Social Media Management

- Expand, engage, communicate with, and maintain followers through various social media platforms:
  - Create engaging social media write-ups and implement according to AAHS social media strategy and schedule.
  - Monitor social media feeds for popular trends and report recommendations.
  - Monitor and respond to social media posts comments, messages, and inquiries in a timely, personal, and professional matter.
- Assist in implementation of digital promotional strategies under the direction of the Marketing & Communications Manager.
- Maintain and update social media profiles with current information and links.

## **Qualifications**

- Excellent written and verbal communication skills with demonstrated ability to communicate ideas clearly and persuasively.
- Task-oriented and highly organized, with superior time management skills and strong critical thinking ability.
- Working knowledge and understanding of Canva.com preferred; training will be provided.
- Ability to generate content aligned with AAHS mission that resonates with multiple demographics
- Commitment to high standards of professionalism and meticulous attention to detail.
- Demonstrated ability to solve problems proactively and creatively.
- Positive attitude, sense of humor, and contribution to a culture of collaboration.

## **Physical Demands & Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or finger, handle, or feel objects or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.

## **Disclaimer**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees are required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

## **Diversity, Equity, & Inclusion Statement**

We work to recruit diverse candidates and ensure our team members have all the tools they need to be successful. Our mission is most effectively fulfilled through proactively supporting the values of equity, inclusion, and diversity. Diversity may be measured by, but is not limited to, differences in age, ethnicity, race, gender identity, sexual orientation, economic circumstance, class, religion, disability, geography, and profession. We acknowledge and respect the many differences that comprise thriving communities and seek diversity in our staff to ensure that a range of perspectives, opinions, and experiences are recognized and acted upon in achieving our purpose. We intend to promote a fully equitable animal welfare sector that justly represents and serves all our constituencies. Consequently, we strongly encourage applications from candidates of color, LGBTQ+ identity, and other historically marginalized communities.