

## Audience Engagement Internship

Washington, D.C.

The nation's capital has the highest rate of homelessness per capita in the United States and is one of the most economically divided cities in our country. Street Sense Media is looking for an aspiring journalist to help us explore solutions, hold power to account, and elevate the voices of people experiencing homelessness.

As an Audience Engagement Intern, you'll work our editors and editorial interns to grow and engage Street Sense Media's audience by starting conversations about our work and building relationships with the communities we cover to help determine what information needs are going unmet. You will leverage superior writing and strategic thinking to craft social media posts and e-newsletters that deliver our work to existing audience members. You'll also explore the use of text-messaging platforms, online surveys, and in-person or virtual events to meet new audience members. Along the way, you'll learn social media management, search engine optimization, and engaged journalism strategies that will position you for a career in digital media.

**Compensation:** This is an unpaid internship. Academic credit can be provided.

### We're looking for someone who...

- Has demonstrable writing skills and the ability to craft creative, engaging narratives.
- Is enrolled in or recently graduated from a degree program in Communications, Journalism, Political Science or a related field of study.
- Has an understanding of social media platforms, particularly Facebook, Twitter, and Instagram.

### Preferred but not required qualifications include...

- Experience creating content for a digital media outlet (website, blog, digital newspaper, etc.)
- Experiencing organizing and/or facilitating forums and meetings.
- Experience managing social media platforms on behalf of a company or organization.
- Proficiency with Google Analytics and social media analytics tools.
- Technical proficiency with Adobe Photoshop, Adobe InDesign and content management systems like WordPress.

### What you'll be doing:

- Posting articles and other digital content to the organization's various social media platforms.
- Crafting e-newsletters that share Street Sense Media content and solicit readers' input.
- Assisting the editorial department in devising creative new strategies to identify information needs in local communities and develop sustainable strategies to meet them.

**How to apply:** Please send a resume, cover letter and 3 writing samples to [editor@streetsensemedia.org](mailto:editor@streetsensemedia.org) using this subject line: "[Semester, Year] Digital Engagement Intern."

**Deadlines for application:** November 15 (spring) | April 1 (summer) | August 15 (fall)

**\*Note regarding COVID-19:** This internship can be a remote opportunity if needed.

[streetsensemedia.org/intern](https://streetsensemedia.org/intern)



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