



JOB DESCRIPTION

JOB TITLE: Marketing and Communications Intern

EMPLOYER: Tree House Humane Society

DEPARTMENT: Marketing & Communications

REPORTS TO: Senior Manager Marketing & Communications

CLASSIFICATION: Unpaid, Internship

EFFECTIVE DATE: 05/01/2023

SUMMARY: Through copy, media, and community events, Tree House lays the foundation for program support and growth. This role provides an opportunity to participate in Tree House's efforts to engage potential adopters, donors, volunteers, and the community at-large, first hand. Interns will have their thumbprint on the communications and engagement efforts that continue our life-saving work.

DUTIES AND RESPONSIBILITIES:

- Proactively generate ideas for social media posts that align with Tree House's content strategy goals.
- Respond consistently to follower comments on social media accounts.
- Write copy for monthly e-newsletter.
- Make updates to the Tree House website on an as needed basis in Wordpress.
- Collect and organize images and videos to be used for social media posts.
- Point of contact for Fosters to ensure a robust collection of photos and videos are readily available.
- Assists Marketing and Development team with planning, execution, and promotion of Tree House events.
- Write creative biographies to promote adoptable cats.
- Other duties as assigned.

FINANCIAL SUPPORT:

- Tree House will provide a \$300 Transportation Stipend to facilitate participation in this internship.

QUALIFICATIONS:

- Excellent and demonstrable writing and communication skills
- Experience with Facebook, Twitter, Instagram is preferred
- Experience with social media analytics is preferred
- Experience in Canva or Creative Cloud (Illustrator, InDesign, Photoshop), video editing, and/or photography is preferred
- Attention to detail, time management skills, coachability and desire to learn

- Ability to effectively manage a wide array of tasks, projects and responsibilities.
- Excellent customer service skills and ability to work with diverse people and groups.
- Flexible schedule to accommodate volunteer, fundraising, and community events is preferred

COMPETENCIES:

- **Attendance & Dependability** - Is consistently at work and on time. Follows instructions and responds to management direction. Provides consistent, timely, high-quality work. Follows through on commitments. Uses time efficiently. Takes responsibility for own actions.
- **Customer Service** - Treats customers (internal and external) with respect and courtesy. Shows interest in, anticipates, and responds timely to customer needs and concerns. Goes beyond basic service expectations to help customers. Responds appropriately to and resolves difficult and emotional situations. Seeks ways to improve service delivery.
- **Diversity** - Enthusiastically works with all employees, regardless of race, gender, culture, and age. Values contributions of people from diverse backgrounds. Demonstrates respect for opinions and ideas of others. Shows awareness of and sensitivity to cultural and individual values.
- **Ethics** - Respects and maintains confidentiality. Tells truth and is honest in all dealings. Avoids situations and actions considered inappropriate or which present a conflict of interest. Upholds organizational values. Does not misrepresent self or use position or authority for personal gain.
- **Teamwork** - Listens and responds constructively to others' views. Gives and welcomes feedback. Provides assistance to others when they need it. Shares expertise. Acknowledges others' effort and contribution. Puts success of team above own interests. Creates a positive work environment.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Occasionally required to stand and walk
- Frequently required to sit
- Must be able to lift/carry up to 25 lbs.
- Work is completed in an office environment within an animal shelter. Some tasks can be completed remotely. *During the COVID-19 pandemic, staff is operating on a staggered onsite schedule.*

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Tree House Humane Society is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. Tree House Humane Society does not discriminate

against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. Tree House Humane Society is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.