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Summer 2025 Impact Interns Position Description

Organization Information

Organization Name: Black Women in Blockchain

Website: <https://www.bwinb.org>

Mission Statement: Black Women in Blockchain is a nonprofit rooted in the belief that we all have an inherent responsibility to make a meaningful difference for women and girls across the diaspora. With a variety of active projects and a dedicated volunteer staff, we harness our skills and resources to successfully achieve our goals.

Position Logistics

Intern Preference: No preference - undergraduate or graduate students

Start and End Date: June 24 - August 30th

Hours per Week: 20 hours

Number of Weeks: 10 weeks

Expected Daily Hours: Flexible

Important Availability Dates: N/A

Location: Remotely

Position Information

Main Position Work Area: Communications/Marketing/Social Media

General Duties and Responsibilities:

- Develop and execute social media strategies to increase brand visibility and engage our target audience
- Create compelling and impactful content for our social media platforms, including YouTube, Facebook, Twitter, Instagram, and LinkedIn
- Manage, monitor, analyze, and report social media performance and provide insights and recommendations for improvement
- Proactively identify and leverage trends and opportunities in social media to maximize our organization's reach and impact
- Stay up-to-date with the latest social media tools and trends, and implement innovative strategies to drive audience growth

- Collaborate with cross-functional teams, such as Marketing, Fundraising, and Communications, to ensure consistency in messaging and branding across various channels
- Monitor and respond to social media inquiries, comments, and messages in a timely and professional manner

Specific Major Project(s):

- Long-term Brand & Social Media Strategy
 - Create a sustainable and result-driven brand strategy, utilizing trends, and current data to amplify the non-profit's reach
 - To build and increase the nonprofit's brand awareness to rightly position us to receive more funding for initiatives and programs
- Content Creation and Engagement:
 - Expand our online presence, engaging with our community, and amplifying our passion to make emerging technologies such as blockchain and AI more inclusive for girls and women through our various programs
 - Develop and curate compelling and shareable content aligned with the nonprofit's mission and values; graphics, videos, and other multimedia content

Qualifications:

- Seeking a degree in Marketing, Communications, or a related field
- Experience as a Social Media Specialist or similar role
- Deep understanding of social media platforms, their algorithms, and best practices
- Exceptional creativity and writing skills, with a keen eye for visual design
- Proficient in using social media management tools
- Strong analytical and problem-solving skills, with the ability to interpret data and provide actionable insights
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with team members and external stakeholders
- Passion for our organization's mission and commitment to making a positive impact in the community

Physical Demands of Position: N/A