

GENDER EQUITY Resource Center

Internship Program

Digital Presence Intern

Salary: \$17.00/Hour

Pay Basis: 15 hours/week

Start Date: October 2021

Appointment: Fall 2021-Spring 2022 (possible extension to summer 2022)

Weekly Intern Meeting: Tuesdays 4-5:30pm

1 Position Open

Applications are due 11:59pm Sunday Aug 29, 2021

Apply here: [GoogleForm](#) | [Downloadable application \(to be saved and emailed\)](#)

The Digital Presence Intern will work closely with the GenEq Marketing Team (Webmaster, Videographer, & Publications) to increase the visibility of, and participation in, GenEq's programs, services, and resources on social media platforms.

The intern will be taking on marketing, outreach, and engagement projects that are essential to the functioning of GenEq. Creativity in the execution of these responsibilities and the proposing of supplementary projects will be expected.

The Digital Presence Intern is a part of the larger Marketing collective. We anticipate that each intern will have their own interests and strengths, and may naturally gravitate towards a particular topic area or type of work - but to work collectively, each intern must actively contribute their ideas and perspectives and support the work of their fellow collective members.

We seek applicants who are creative and highly enthusiastic about this work and topics of gender, sexuality, and violence prevention. We seek students who are invested in developing a community in which we challenge each other to grow and hold one another accountable through reflection, dialogue, and action.

Responsibilities and Requirements:

We are seeking an intern to work on social media, online marketing and occasionally assist the webmaster with updates to our website. Responsibilities include:

- Develop and execute engagement, outreach, and traffic generation campaigns across GenEq digital platforms to increase online engagement
- Develop engaging social media content, descriptions, and posts for GenEq audiences
- Collaborate with the GenEq Intern Marketing team to create publicity materials compatible with digital platforms

- Conduct research for new campaigns and digital opportunities
- Monitor GenEq social media activities and make recommendations as needed
- Edit and send GenEq online newsletter (biweekly) and events calendar (weekly)
- Assist with planning and execution of live streaming events
- Commitment of 15 hours/week towards meetings, retreats, trainings, community development events, and independent work time, including:
 - Attendance at weekly seminars Fall and Spring Tuesdays 4-5:30pm
 - Attendance at GenEq Intern Retreats
 - Sun, Oct 10, 2021
 - Sat, Jan 22, 2022
 - Weekly check-ins and meetings with Marketing Team
 - Occasional check-ins with supervisor
- Maintain an accurate timesheet
- Be prepared to work remotely and in person

Qualifications:

- Must be a currently enrolled UC Berkeley student
- Strong working knowledge of Facebook, Twitter, Instagram, LinkedIn, Pinterest, TikTok, and YouTube
- Working knowledge of social media and marketing analytics tools (Google Analytics, Hootsuite, Sprout Social, Facebook Insights, etc.)
- Basic understanding of Adobe Suite programs, Canva, etc.
- Fearless attitude towards technology and a willingness to learn
- Strong interest in marketing and promotions, print and online materials
- Ability to think creatively about marketing and initiate design projects that best serve our campus communities
- Understanding of gender, sexuality, and violence topics (concepts, readings, communities, histories, organizations, etc) - particularly in our three topic areas: women, LGBTQ+, and sexual & dating violence
- Ability to work through a lens of intersectionality and consider the multiple needs of diverse communities (e.g. queer people of color, women with disabilities, etc)
- Excellent communication skills (verbal and written)
- Excellent interpersonal skills, especially the ability to work with a diverse staff team
- Respect for confidentiality
- Someone who can be a self starter, work independently, and manage their work with minimal supervision, especially with remote work
- Organized, great time management skills and able to multitask
- Reliable (e.g. being on time, following through on commitments, actively communicating with supervisor and other partners/guests)
- Compassionate, understanding and empathetic
- Can manage conflict with mature conversation (e.g. active listening, non-violent communication), and engage across differences.

Physical, Environmental, Mental Demands to be discussed at interview.