



**POSITION DESCRIPTION:** Social & Digital Media Intern / Volunteer

**REPORTS TO:** Executive Director

<b>TYPE OF POSITION:</b>	Program / Outreach	10-20 hours/week for 10+ weeks	Compensation may include a stipend, bus passes, course credit
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**GENERAL DESCRIPTION**

Because everyone should be able to get where they need to go, Transportation Riders United (TRU) has worked since 1999 to improve public transit throughout greater Detroit through education, advocacy, and mobilization.

TRU is seeking a hardworking advocate with great digital communications skills looking to gain experience in virtual advocacy and non-profit communications. The Social Media Intern will help shape TRU’s messaging and communications strategies to most effectively build public support for investments in transit improvements and promote action.

The Social Media Intern / Volunteer will work alongside the Executive Director and staff to plan and implement online and social media communications. This will include creating original content, including our YouTube webseries ‘Tapping Into Transit’, and contributing to other communications and outreach projects.

**PRIMARY RESPONSIBILITIES**

- Assist the Executive Director in developing digital strategies and messages that reach diverse and targeted populations throughout southeast Michigan
- Assist staff to develop, edit, post and promote compelling original content for TRU’s website, Facebook, YouTube, Twitter and Instagram accounts
- Assist in planning, tapping, and promoting TRU’s ‘Tapping Into Transit’ video webseries
- Prepare, edit, and post community outreach interviews for ‘Transit Impact Stories’ blog series
- Attend virtual DDOT, SMART, and RTA public meetings for social media coverage
- Participate in internal (TRU) and external (coalition) planning and strategy meetings as appropriate.
- Other responsibilities may be assigned by the Executive Director as needed.

## REQUIREMENTS

- Great written and verbal communication skills.
- Proven ability to produce clear, concise, compelling online materials.
- Excellent computer skills, including website experience, proficiency of Microsoft Office applications, Google Drive, and ideally WordPress.
- Substantial experience working with social media, including YouTube, Facebook, Twitter, etc.
- Ability to work effectively under supervision of others and work cooperatively with groups.
- Good time management and project management skills. Able to effectively organize and prioritize workload, reliably meet deadlines and proactively communicate progress and problems
- High school diploma or GED and some college credits
- Personal computer and reliable internet access

## DESIRED SKILLS AND ABILITIES

- Video editing experience and abilities
- Skill using Canva or other graphic design programs
- Experience with social change advocacy and/or community engagement
- Familiarity with public transit providers, plans and projects in southeast Michigan

## WORKING CONDITIONS

- TRU is a small collaborative team that encourages teamwork, proactivity, and creative thinking. Work is community-driven and ever-changing.
- This position is based in the Detroit area. Most meetings and work will be done virtually, although some in person meetings may be required.
- A fixed schedule is not required. Much of the work can be done at anytime, although some workday and evening work will be required.
- Despite the title “intern,” applicant does NOT have to be a student. Anyone seeking experience who fulfills the requirements and is willing to work the expected time is welcome.

TRU embraces and seeks to represent the diversity of the metro Detroit region: **Detroiters, people of color, and bus riders are strongly encouraged to apply.**

**TO APPLY**, submit a resume and cover letter to Megan Owens at [Info@DetroitTransit.org](mailto:Info@DetroitTransit.org) with “**Social Media Internship**” in the subject. Resumes received by December 30, 2021 will receive priority consideration. References and background check may also be requested.