



## Audience Development Internship

Washington, D.C.

The nation's capital has the highest rate of homelessness per capita in the U.S. and is one of the most economically divided cities in our country. Street Sense is looking for a talented communicator passionate about...

As an Audience Development Intern, you'll work alongside the Communications Manager to grow and engage Street Sense's audience—particularly our digital audience—by telling the stories of the organization and its homeless vendors. You will leverage superior writing and narrative skills to craft digital articles, social media posts and e-newsletters that deliver these stories and increase awareness of the organization's mission, engaging the public to take action in the fight to end homelessness. Along the way, you'll amass writing clips while learning social media management, search engine optimization and content marketing 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.)
- 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 (WordPress in our case).

### What you'll be doing:

- Writing digital articles that tell the stories of Street Sense and its homeless vendors.
- Posting articles and other digital content to the organization's various social media platforms.
- Crafting e-newsletters that share Street Sense content and promote the organization's events.
- Assisting the Communications Manager in devising creative new strategies to increase support and awareness of Street Sense's mission to end homelessness.

**Contact:** Jeff Gray, Communications Manager | [jeff@streetsense.org](mailto:jeff@streetsense.org) | 202-347-2006 (x15)

If interested, please email a resume, cover letter and 3-5 writing samples (published articles are preferred, though academic papers are also accepted), using this subject line: "[Semester, Year] Audience Development Intern."

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

[StreetSense.org/intern](http://StreetSense.org/intern)



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