



# Institute for Justice & Democracy in Haiti

*Fighting for the human rights of Haiti's poor*

## **Institute for Justice & Democracy in Haiti (IJDH) Internship Opening Social Media**

### **About Us:**

The Institute for Justice & Democracy in Haiti (IJDH) is a 501(c) 3 nonprofit that fights for the human rights of Haitians who have few or no resources to advocate for themselves. Along with our partner organization in Haiti, the *Bureau des Avocats Internationaux* (BAI), we represent women and girls who survive gender-based violence, the unjustly imprisoned, victims of political persecution and families displaced by the earthquake seeking safer and permanent shelter. IJDH coordinates grassroots advocacy in Haiti and the US, trains human rights advocates in Haiti, and disseminates human rights information worldwide.

IJDH has an opening for a tech-savvy intern to join our communications team this summer. The position is ideal for an undergraduate or graduate student interested in global human rights advocacy and nonprofit online media.

### **Responsibilities:**

- Monitor and update IJDH\_BAI social media accounts (Facebook, Twitter, Change.org etc.);
- Expand IJDH's presence on Wikipedia, Facebook, Twitter, YouTube, LinkedIn, Change.org, Idealist.org, Guidestar, and other sites;
- Monitor and research best practices of similar nonprofit organizations on social networking sites;
- Contribute ideas for IJDH's strategic development as it relates to social media;
- Utilize Google AdWords and Amazon Associates to increase search results for IJDH on internet;
- Promote actions, events, speaking engagements, and fundraisers through frequently blast emails to IJDH-BAI supporters;
- Use Google Analytics data strategize around what types of articles, widgets, and navigation tools improve frequency and length of website usage;
- Post daily news items and reports to the website;
- Assist with press releases to major international news sources;
- Work one on one with Director of Development & Communications on how to improve website i.e. upload and organize our best photos to Flickr account, subtitle and organize Youtube videos to include other social media sites, and ensure better navigation between pages;

- Write, design, and send communications with donors i.e. Half Hour for Haiti Action Alerts, monthly updates, quarterly newsletters, and other miscellaneous emails to donor and supporter list.

### **Qualifications:**

- Interest in Haiti and human rights advocacy;
- Hard-worker and work well in team;
- Strong familiarity with online social media strategies and trends;
- Excellent attention to detail;
- Access to a computer;
- Excellent self-management, organizational, and multitasking skills;
- High level of initiation and motivation;
- Strong writer;
- Enthusiasm for social media as tools to create positive change;
- Instinctive understanding of how social media can support collaborative work;
- Web-design and programming skills a plus.

### **Details:**

This is an unpaid position with a flexible schedule of 30-40 hours per week over the summer months with the possibility of an extension. We are able to work with students to obtain school credit. Strong preference for a candidate located in the Boston area. Self-paid housing can be found via Craigslist, with a possibility of a reduced housing rate in the office itself.

### **How to Apply:**

To apply, please submit a cover letter, resume, and contact information for two references to Kathy Kelly at [Kathy@ijdh.org](mailto:Kathy@ijdh.org) and include "Social Media Intern Application Summer 2011" in the subject line.