



**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**

#### **Academic Credit Optional**

#### **Part-Time and Full-Time Positions Available**

### **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 openings for tech-savvy interns to join our communications team. 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, Flickr, 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 frequent blast emails to IJDH-BAI supporters;
- Use Google Analytics data to strategize around what types of articles, widgets, and navigation tools improve frequency and length of website usage;
- Use eTapestry (donor database technology) to track click-through and open-rates of blast emails that can be used to make improvements;
- Use Hootsuite, social media technology, to track Facebook and Twitter postings success rates and make improvements as needed;
- Post daily news items and reports to the website; • Assist with press releases to major international new sources;
- Work one on one with Director of Development & Communications on how to improve website, i.e. improve Flickr account, subtitle and organize Youtube videos to include other social media sites, and ensure better navigation between pages; and
- 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;
- Excellent writing skills;
- Strong familiarity with online social media strategies and trends and access to a computer;
- Excellent self-management, organizational, multitasking skills, and attention to detail;
- High level of initiative and motivation;
- A teamwork ethic;
- 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:**

Internships with IJDH are unpaid but this position provides significant training and experience with nonprofit online media. IJDH will also work with students who elect to obtain academic credit. Both part-time and full-time internships are available. Part-time interns commit to a minimum schedule of 20 hrs. per week. The experienced volunteer must come into the office at least 2 days per week. Strong preference for a full-time candidate willing to commit to more than 4 months.

**How to Apply:**

To apply, please submit a cover letter, resume, and contact information for two references to Volunteer Coordinator at [volunteercoordinator@ijdh.org](mailto:volunteercoordinator@ijdh.org) and include "Social Media Intern Application Spring 2012" in the subject line.

Start Date: 12/15/2011

Application deadline: 11/28/2011