

## **The Heart of America Foundation External Communications Internship**

### **About The Heart of America Foundation**

Founded in 1997, The Heart of America Foundation's focus is to provide children everywhere with the tools they need to read, succeed and make a difference. The Heart of America Foundation's programs uniquely combine volunteer service and reading. For additional information, log onto [www.heartofamerica.org](http://www.heartofamerica.org).

### **Program Overview**

The READesign® library makeover program brings students, families, and volunteers together to give school libraries a much-needed makeover with artwork, furniture, technology, and books. Over 500,000 youth and adult volunteers with Heart of America have served more than 1,075,000 hours giving back to their communities. We have given over 3.4 million books valued at nearly \$21.7 million to children in need across the country.

The Books From The Heart program puts books into the hands of children who need them the most. Through these programs, elementary schools and students receive new, age-appropriate books to replenish school, classroom and home libraries. At book giveaway events, staff and volunteers read to children and reinforce the importance of literacy.

### **Internship Overview**

The Heart of America Foundation, a national nonprofit, is seeking **two** dynamic, self-motivated interns for its Washington, DC headquarters to focus specifically on external communications. Interns work a minimum of 10 hours per week; 20 hours or more would be preferred; start and end dates are flexible, although we prefer longer term interns.

This unique internship will offer a variety of excellent hands-on opportunities to engage in grass-roots nonprofit operations, while promoting community service and reading. Interns will be a part of our External Relations team, which manages and coordinates our fundraising, outreach, and communications. This position will provide ample opportunity for professional and personal growth while working alongside a fun and dedicated staff. Juniors and seniors pursuing a degree in English or in the field of Communications and/or individuals with commensurate experience are preferred.

### **Internship Duties:**

- Drafts tweets, Facebook posts, and other social media content to broaden awareness of HOA programming and impact, drive new engagement, and recognize existing partners (i.e. donors, sponsors, volunteers, school partners, vendors)
- Drafts media advisories, press releases and media engagement materials to develop and/or enhance HOA's relationship with targeted media outlets
- Maintains local, regional and national media databases including contacts, outreach, media hits, and impressions
- Manages external communications library and archive including all incoming media such as onsite project photos, event video footage, etc.
- Supports updates to the HOA website and special event websites

### **Internship Qualifications**

We are seeking detail oriented, creative, energetic, and motivated individuals to support our national outreach efforts. While experience is useful and preferred, a strong skill set is more valuable; we will provide mentorship and ample opportunity for growth. *To be successful in this internship, applicants must possess the following:*

- Outstanding written and oral communication skills;
- Excellent interpersonal skills with ability to interact with all levels of management;
- Superior organizational skills and attention to detail
- Excellent planning and time management
- A collaborative and positive attitude
- The ability to work individually and as part of a team
- Proficiency in Microsoft Office programs

- Web development, content management, graphic design and/or social media experience preferred
- Confidence working with diverse groups of people, including volunteers and children, as well as a high comfort level with public speaking
- Students with a solid history of volunteerism and community service and/or those studying the fields of education, communication, social work, public relations or other related fields are encouraged to apply

**Values Statement:**

At The Heart of America Foundation, we look for people who work with their heads AND their hearts. Talent is essential, but talent is not enough. We are looking for people who are passionate about our mission and goals and who are committed to an organizational culture based on compassion, integrity, respect and cooperation. Please review our Operational Principles before submitting your application which can be found at [www.heartofamerica.org](http://www.heartofamerica.org).

This position is unpaid.

**How to Apply**

Please submit your resume, cover letter and a writing sample to:

[resumes@heartofamerica.org](mailto:resumes@heartofamerica.org)

Please indicate "External Communications Internship" in your subject line.

Due to the high volume of submissions, we will only contact those we feel are a good fit for the position.