

Peaceful Paths Domestic Abuse Network: Marketing, Communications & Social Media Internship

<http://www.peacefulpaths.org>

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Overview & Mission: Peaceful Paths is the certified domestic violence center that serves survivors of domestic violence in Alachua, Bradford, and Union counties. Peaceful Paths provides a wide range of services including emergency shelter, 24-hour helpline, victim advocacy, children's programming, education and training, crisis counseling and support groups, community awareness and intervention, and violence prevention programs. Our mission is to promote relationships free of violence and control by providing a safe place to receive intervention, advocacy, and education services using prevention strategies and community partnerships.

Number of Credits: 1 credit = 3 hours per week = 45 hours per semester; 2 credits = 7 hours per week = 90 hours per semester; 3 credits = 10 hours per week = 135 hours per semester. Interns keep track of hours using monthly in-house volunteer timesheets.

Schedule Requirements: This internship requires a 15+ hour/week commitment, with a two-semester commitment preferred.

Prerequisites/Qualifications:

Communications related experience in print and digital mediums. Experience in event planning particularly with a non-profit approach. High energy, exceptional interpersonal communication skills, ability to manage multiple projects simultaneously and basic understanding of brand management. Well-developed knowledge base with a variety of social media platforms, creative and inventive with the ability to work independently as well as on a team. Strong problem-solving skills and assertive task performer. Students working toward a degree in Marketing, Advertising, PR, Graphic Design, Communications, Journalism, Women's Studies, or Non-Profit Management are highly suggested, but all qualified candidates will be considered.

What activities will the intern take part in, and how do they relate to Women's/Gender studies?

Interns will complete various tasks as directed by center staff:

- Program support (assisting with donations, cleaning/organizing facilities, event support, marketing and social media support, providing childcare activities, community education tabling, etc.)
- Direct advocacy with program participants after appropriate training and certification (completing intakes, answering the help line, support group facilitation, violence prevention education, etc.)
- Produce and distribute materials related to fundraising events, campaigns and agency programs & services
 - Plan and design monthly newsletter
 - Plan and design daily social media posts using proper tone, branding, and relevance

- Update agency and related websites as directed
- Draft and proofread professional correspondence to donors, sponsors, and partners
- Coordinate strategic communications to align with Development Calendar
- Coordinate with Development Director and fundraising intern to ensure proper coverage for events and initiatives. Entire team is expected to attend all fundraising events. (1-3 per semester)
- Solicit donations for events
- Assist fundraising intern with donor and event management software data entry as needed
- Other duties related to position as requested by Director
- Represent agency at tabling events in the community as needed

We serve survivors of all genders, with a majority of them identifying as women. We are a women-led organization, that operates from an empowerment model, with services being designed to increase safety, establish support, and create a path to self-sufficiency for survivors and their children.

Application Process: All prospective interns must complete the Peaceful Paths Volunteer Application on our website (<https://www.peacefulpaths.org/volunteerapplication>) and email their resume and cover letter to volunteer@peacefulpaths.org . We would recommend applying 2-3 months before the start of the semester you wish to begin interning to give our team time to look over the application materials and perform interviews as appropriate.