



Social Media Internship Opportunity

Peace of Mind Inc

a 501(c)3 nonprofit organization in Washington DC

TeachPeaceofMind.org

Description

Overview:

Peace of Mind Inc. is a small but mighty 501(c)3 non-profit organization based in Washington D.C. Our mission is to educate students about mindfulness, brain science, social emotional learning, conflict resolution and social justice to help them develop skills to support their own well-being and become peacemakers. We develop and share our innovative, effective trauma-sensitive curriculum and train educators to deliver our program in PreK - 8th grade to their own students. Educators nationwide bring Peace of Mind to an estimated 14,000 students every year. We've recently launched a new Digital Hub including a YouTube Channel and Podcast. Find out more at TeachPeaceofMind.org

Job Description

Intern would work closely with LibCo Creative, our social media marketing agency, and Peace of Mind staff to:

- Conduct research, brainstorm and pursue opportunities related to marketing and promotion of youtube channel, podcast, storybooks
 - Support Leadership Team with social media strategies and plans for upcoming events and other social media content.
 - Contact bloggers to promote books and products
 - Raise digital awareness of books, animated videos, podcast, youtube channel
 - Build audience of youtube channel and podcast
 - Increase awareness of storybooks both hard copy and digitally
 - Research marketing of animated videos
 - Identify influencers, bloggers who might promote our products
 - Help increase participation with Facebook group
 - Find optimal hashtags for youtube videos
 - Create and post transcriptions of youtube videos and podcasts to increase SEO
 - Other relevant duties as assigned.
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Qualifications and Experience:

Interns should meet the following requirements:

- Enrolled into an undergraduate college
- Interest in education and nonprofit especially related to communication and branding.
- Written and spoken proficiency in English
- Proficiency in Microsoft Office software and other related software.
- Demonstrable experience in media communications including social media.
- Self-motivated, responsible, thoughtful, creative, friendly and kind
- Interest in and knowledge of social media networking
- Strong communication and problem-solving skills
- Basic video editing/Canva skills
- Interest in mindfulness, conflict resolution and/or elementary education
- Would like to make a significant impact within a mission-driven organization
- Can participate in a weekly online meeting and ongoing email communication

Benefits

- Cash Stipend
- Work remotely
- Career development in a non profit education and student mental health organization
- Experience with current industry products/platforms for portfolio and resume growth
- Work products for portfolio
- Class credit if applicable
- Substantive, creative, hands on experience
- The chance to make a difference for educators and students
- Interactive one-on-one work with our SMMA and company founders.
- References for future employers or educational institutions.

Duration

- Immediate through August 2024
- Part-time: 10 hours per week
- Stipend: \$200/month
- Email Resume to: Linda@TeachPeaceofMind.org