



Job Description: Digital Platform Intern

Reports to: Digital Platform Project Coordinator and Executive Director

Organizational Overview:

Kate's Club is a leading Atlanta area nonprofit organization that empowers children, teens and now young adults facing life after the death of a loved one. By creating a safe and uplifting space, Kate's Club guides bereaved children, teens and young adults through their grief journey and helps them understand, share and process their grief and turn a tragic loss into a source of empowerment and resilience.

See www.katesclub.org for more information.

Internship Guidelines:

Kate's Club is seeking a graduate student Digital Platform Intern. Interns can work toward course credit. Specific internship period, hours and work agreements are negotiable; at least 8 hours a week of in-office availability is preferred. Candidates should have a passion for Kate's Club's mission and the ability to play an integral role in advancing the organization's efforts to reach the more than 200,000 children, teens and young adults in metro Atlanta and throughout Georgia facing life after the death of a loved one. Interns have the opportunity to gain significant professional experience and play an essential part in the early stages of building this platform as we expand to support grieverers nationally.

Duties and Responsibilities:

- Create research-based content, such as videos, handouts, PowerPoints, social media posts, etc. based on user and team input as well as program observation; review, edit, and update content on the digital platform.
- Research content for and draft newsletters to send to Kate's Club families and supporters using Constant Contact.
- Identify Search Engine Optimization-driven content to increase the site traffic; monitor site traffic metrics and determine drivers of growth.
- Work with the marketing department to understand short-term and long-term marketing strategies and targets and create and distribute content accordingly.

Qualifications:

- Demonstrated interest in nonprofit management and/or working with children
- Currently enrolled in an accredited MSW program
- Understand and actively use social media platforms, including, but not limited to, Facebook, Twitter, Instagram and TikTok
- Must learn quickly, thrive in an environment with competing demands and quickly changing priorities, and be able to thrive in an environment where team members are given general directions and expected to figure out the details
- Efficient and technologically competent
- Must be an excellent writer, able to consistently and effectively communicate Kate's Club's mission
- Extremely detail-oriented and organized
- Professional, consistent, reliable and proactive in job duties
- Strong interpersonal and communication skills
- Availability during traditional work hours plus some weekends and weekday evenings

Application Process:

To apply, please submit the following to info@katesclub.org:

1. Resume
2. A cover letter, no more than 2 pages in length that includes:
 - The start and end date of the period that you are available
 - Your available number of hours per week and preferred schedule
 - A narrative description of your relevant skills and experience
 - Whether or not you will be working for credit towards a degree or certification program
 - Whether or not you have reliable transportation to Kate's Club's office in Brookhaven, GA