



### Companion Animals Digital Marketing Intern

*Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this position at any time.*

<b>Internship Location</b>	700 Professional Drive, Gaithersburg, MD 20879
<b>Position Grade</b>	<b>3</b> ; background check includes Criminal Background and Social Security Number Verification
<b>Focus of the Internship</b>	This intern will gain experience in digital communications across multiple channels including email, web, social media, and mobile. The intern will have the opportunity to assist various initiatives including a full website redesign and the implementation, tracking, and reporting of integrated marketing campaigns that will improve the awareness, outreach, sponsorship, and general presence for The HSUS's animal sheltering and companion animal initiatives.
<b>Learning Opportunities</b>	<ul style="list-style-type: none"> <li>• Strengthen related technical training including HTML, web design, database management, and writing for the web</li> <li>• Learn best practices in digital communications via email, web, and social media</li> <li>• Foster an understanding of sheltering and companion animal initiatives and develop animal advocacy skills</li> </ul>
<b>Orientation/Training</b>	Intern will be given an intern handbook and have access to a handbook covering HSUS policies. Intern will receive department-specific materials and on-site training specific to the role.
<b>Intern Responsibilities</b>	<ul style="list-style-type: none"> <li>• Use online tools to support the communications of The HSUS's Animal Sheltering presence with a focus on the expansion of social networking efforts</li> <li>• Assist in the implementation of a website redesign</li> <li>• Assist in daily collaboration among Companion Animal departmental sections and <i>Animal Sheltering</i> magazine to develop original, thoughtful content for social media and web platforms</li> <li>• Attend, participate, and brainstorm in weekly Animal Sheltering Online meetings and monthly Companion Animals department meetings and other strategy sessions</li> <li>• Assist in moderation of community interactions including responding to fan comments and fostering dialogue</li> <li>• Generate weekly digital metric reports, tracking the success of digital campaigns and promotions</li> <li>• Assist in generating, editing, and executing web content</li> </ul>
<b>Level of Difficulty</b> <b>1=easy/5=demanding</b> (physical, mental, emotional)	<ul style="list-style-type: none"> <li>• Physical difficulty is level 1; the work occurs in an office setting</li> <li>• Mental difficulty is level 3; requires strong communication skills and creativity; requires the ability to use good judgment when working independently</li> <li>• Emotional difficulty is level 2; the intern will be exposed to some emotionally-distressing issues at a minimal level</li> </ul>
<b>Expected Environmental Conditions</b>	Pet-friendly office environment

<b>Qualifications/Requirements for Intern Applicants</b>	<ul style="list-style-type: none"> <li>• Strong communication, writing, interpersonal, and research skills</li> <li>• Able to work well independently, show initiative and use good judgment</li> <li>• Passion for communications and social media</li> <li>• Basic graphic design and HTML experience</li> <li>• Knowledge of social media platforms including Facebook, Twitter, LinkedIn, Pinterest, and blogging channels</li> <li>• Proficiency in Microsoft Word, Excel, and PowerPoint</li> <li>• Previous experience or interest in animal protection or sheltering a plus</li> </ul>
<b>Restrictions</b>	<ul style="list-style-type: none"> <li>• Must be able to learn and follow all guidelines and policies of The HSUS and the Companion Animals department, and follow directions given by staff</li> <li>• Must submit the required paperwork and pass a background check before being assigned</li> </ul>
<b>Internship Start Date</b>	Flexible
<b>Internship Time Commitment</b>	20-25 hours/week for 12-16 weeks
<b>Internship Scheduling Guidelines</b>	Monday-Friday between the hours of 9 am and 5 pm
<b>Tools/Equipment Provided (including Personal Protective Equipment)</b>	Standard office equipment including a computer and access to the Internet
<b>Optional Tools/Equipment</b>	n/a
<b>Supervisor(s)</b>	Web Marketing Manager, Companion Animals Director of Marketing & Corporate Partnerships, Companion Animals
<b>Additional Mentor(s)</b>	Web Specialist
<b>Number of Concurrent Internship Openings</b>	1
<b>Additional Information</b>	The internship offers a daily commuting stipend of \$10.00 for each day the intern commutes to the office, paid on a monthly basis.
<b>Updated</b>	8.4.2014