



THE HUMANE SOCIETY
OF THE UNITED STATES

Intern Position Description

Online Campaigns Intern

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

Internship Location	700 Professional Drive, Gaithersburg, MD 20879
Position Grade	3 ; background check includes Criminal Background and Social Security Address Report
Focus of the Internship	The intern will gain experience writing and marketing for the web using a large range of online tools across multiple online channels—including email, social media and mobile. The intern will have the opportunity to work on integrated campaigns, drive online donations and action, track and report on these projects, and learn how to adapt and improve marketing efforts.
Learning Opportunities	<ul style="list-style-type: none"> • Develop or strengthen related technical training including HTML, basic web design, database management and writing for the web • Learn about fundraising and advocacy techniques and new technologies • Learn best practices in fundraising, advocacy and email communications • Foster an understanding of animal protection issues • Learn about The HSUS's major campaigns, programs, and mission
Orientation/Training	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. The intern will have a chance to meet with every member of the Online Campaign Strategist team to learn about each aspect of the department.
Intern Responsibilities	<ul style="list-style-type: none"> • Write, create, and publish advocacy, fundraising, informational, and event pieces and promotions to targeted segments of the organization's online house file • Work with online tools to support the communications of The HSUS • Handle campaigns for specific projects including lobbying events, grassroots meetings, state and federal legislation, and ballot initiatives (depends on time of year) • Attend and participate in the weekly Online Campaign Strategist meeting and biweekly Communications Technology and Marketing staff meeting
Level of Difficulty 1=easy/5=demanding (physical, mental, emotional)	<ul style="list-style-type: none"> • Physical difficulty is level 1; the work occurs in an office setting • Mental difficulty is level 3; requires strong communication skills and creativity, requires the ability to use good judgment when working independently • Emotional difficulty is level 2; the intern will be exposed to some emotionally-distressing issues at a minimal level
Expected Environmental Conditions	Pet-friendly office environment
Qualifications/Requirements for Intern Applicants	<ul style="list-style-type: none"> • Desire to learn about marketing and communications • Previous experience with HTML • Strong communication, writing, interpersonal and organization skills • Able to work well independently and use good judgment including when communicating online

	<ul style="list-style-type: none"> • Previous experience in a non-profit organization, animal protection/advocacy organization, or animal shelter a plus
Restrictions	<ul style="list-style-type: none"> • Must be able to learn and follow all guidelines and policies of The HSUS and the Communications Technology and Marketing department, and follow directions given by staff • Must submit the required paperwork and pass a background check before being assigned
Internship Start Date	Flexible
Internship Time Commitment	10-20 hours/week for 8-16 weeks
Internship Scheduling Guidelines	Monday-Thursday between the hours of 9 am and 5 pm
Tools/Equipment Provided (including Personal Protective Equipment)	Standard office equipment including a computer and access to the Internet
Optional Tools/Equipment	n/a
Supervisor(s)	Senior Manager, Online Campaigns Online Campaign Strategist
Additional Mentor(s)	Team of Online Campaign Strategists
Number of Concurrent Internship Openings	1
Additional Information	<p>Our team works with nearly every campaign and program at The HSUS, and our intern will have the opportunity to learn and work side by side with these programs and campaigns. Additionally, the intern will be working hand in hand with our Social Media and Online Technology teams. Communications Technology and Marketing plays a part in so many parts of the organization that our intern will have a well-rounded and exciting experience.</p> <p>The internship offers a daily commuting stipend of \$10.00 for each day the intern commutes to the office, paid on a monthly basis.</p>
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