Humane Society of West Alabama
Communications Internship Job Description

Humane Society of West Alabama, referred to as HSWA, is a “no-kill, all-volunteer, nonprofit organization” located in the Tuscaloosa metropolitan area. The primary goal of Humane Society of West Alabama is to find loving families for homeless, neglected, and/or abused dogs and cats and other animals as well as provide an information-and-referral service.

Job Type: Part-time internship

Hours per week: 10-20 hours

Anticipated Salary Range: Unpaid

Supervisors/Managers: Dr. Suzanne Horsley, HSWA Board Member

Job Summary:
Under the direction of HSWA board, the intern will be responsible for maintaining consistency between social media accounts; promoting and publicizing the animals as well as HSWA’s events and endeavors; and managing all daily social media activity.

Main Duties/Responsibilities:
A part-time, internship position. Start dates are flexible and negotiable; regular daily work required. Responsibilities include but are not limited to the following areas:

1. Responsible for many aspects of communications management such as coordinating between social media posts across the different accounts and posting accordingly with the provided social media calendar.
2. Publicize and promote upcoming events and other news of HSWA, including but not limited to: animals up for adoption, feature articles, event thank-you’s and summaries.
3. Assist in the execution of strategic communication and social media strategies, including maintaining the website and social media.
4. Help create graphics for both social media and events as well as attend and document events.
5. Communicate with media and publics to obtain organization coverage.

Required Skills & Qualifications:
- Strategic communications planning
- Strong writer
- Social Media experience, such as being familiar and able to use all of the following accounts: Facebook, Twitter, Instagram and Snapchat

Preferred Skills & Qualifications:
- Proficiency in graphic design and the Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Photography skills
Humane Society of West Alabama
Communications Internship Application

Thank you for your interest in working with HSWA. Please complete this form, attach your résumé, a cover letter and answers to the questions below, and submit these materials plus 2-3 writing samples (and design examples, if applicable) to horsley@apr.ua.edu with the subject line: HSWA Communications Internship Application. Applications will be accepted on an ongoing basis.

Name:____________________________________________________________________________
Phone:____________________________________________________________________________
E-mail:____________________________________________________________________________
Local Address/Residence:

City:________________________________________________ State: __________ ZIP:__________

Home Address:

City:________________________________________________ State: __________ ZIP:__________

Are you currently a full-time student at UA? ( ) Yes ( ) No
CWID:____________________________________________________________________________
Major:____________________________________________________________________________
Minor:____________________________________________________________________________
Classification:______________________________________________________________________
GPA:_____________________________________________________________________________

Please provide if applicable:
Twitter handle:
Blog address:
Website address:

Please answer the following on a separate sheet and attach it your application:

1. How have your experiences prepared you for a position with HSWA?

2. What other commitments do you have here at the University?

3. What is your preferred start date?

4. How will working with HSWA contribute to your own personal and/or professional goals?

5. What are the ways in which you think you can best contribute to this organization?

6. How did you find out about this position (e.g., flier, professor, other student, article, website, etc.; please list/explain all that apply)?