

Program Outreach Internship

POSITION DETAILS

Compensation: \$960 monthly stipend

Hours: Max of 12 hrs per week (the equivalent of \$20/hr)

Expected Start Date: Mar 11, 2024

Location: Beaumont, Texas

Reports to: Storytelling & Communications Manager

Created in 2015 by Women of Color, ELSO Inc. provides culturally relevant education and leadership opportunities that invite Youth of Color to **Experience Life Science Outdoors** (ELSO). Our mission is to teach and frame science and nature-based education through a lens that centers and elevates the Black and Brown communities. ELSO seeks to reduce the achievement gap in STEAMED (Science, Technology, Engineering, Arts, Math, Environment, Design) education and professions while creating a sense of belonging for Black, Indigenous, and People of Color in the natural and built environments.

POSITION OVERVIEW

ELSO is seeking a dynamic Program Outreach Intern to join our team. Responsibilities include tabling at schools, conducting outreach at community events, and creating engaging social media content. The intern will manage Instagram, Facebook, and TikTok, creating posts, reels, and stories to promote ELSO's mission. Attending ELSO events to engage with the community and capture content is essential.

RESPONSIBILITIES

- ★ **Outreach:** Represent our organization at schools and community events through tabling and outreach activities. Track and report on outreach activities, including attendance numbers and participant feedback. Distribute promotional materials and provide information about upcoming events and opportunities.
- ★ **Community Engagement:** Engage with students, parents, and community members to raise awareness about our programs and services. Be up-to-date on relevant local community events and topics to keep ELSO well-informed and incorporated. Build relationships with schools, community organizations, and other stakeholders to expand our outreach efforts.
- ★ **Collaboration:** Report to the Communications Manager and work with various ELSO staff to develop and highlight relevant ELSO content.
- ★ **Brand Guidelines:** Create content that follows ELSO Brand Guidelines, use aligning language, and reflect ELSO values and mission.

- ★ **Social Media Account Management:** Manage social media accounts including Facebook, Instagram, and Tiktok. Report and share relevant stories, manage highlights, and comment/respond to comments and DMs. Maintain accounts and pages to engage with local community.
- ★ **Content Strategy:** Post at least 2-3 posts on Instagram each week (at least 1 reel) and prioritize visual content with succinct text (i.e. posters/flyers, photos, and reels).
- ★ **Editorial Calendar:** Manage shared editorial calendar. Keep track of all ELSO events, programs, and events.
- ★ **Be the voice of ELSO:** attend local events to capture first-hand content and incorporate your unique voice.
- ★ **Analytics:** Track social media engagement to identify high-performing ideas and posts. Be mindful of content trends and patterns.

REQUIRED QUALIFICATIONS

- ★ Highschool Seniors/Graduates
- ★ College Students/Graduates
- ★ Local to Portland and able to attend local events
- ★ Dutiful and diligent with instructions and responsibilities
- ★ Well-versed in social media and editing platforms
- ★ Willingness to learn and adjust

PREFERRED QUALIFICATIONS

- ★ 18+ years old
- ★ Experience or strong interest in marketing, communications, and visual creation
- ★ Student newspaper/yearbook editor

TO APPLY:

**Please send your resume and letter of interest to
jobs@campelso.org**

**ELSO Inc. is an equal opportunity employer committed to developing an organization that is reflective of the diverse communities we serve.
ELSO Inc does not discriminate on the basis of race, class creed, gender, gender expression, religion, sex, nationality, or ability.**