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STRENGTHENING THE VOICES OF CASA STATEWIDE

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## TEXAS CASA SEEKS Social Media Intern

Location: Austin, Texas

Reports to: Communications Specialist

Effective: January 1, 2023

Texas CASA (Court Appointed Special Advocates) is part of a national volunteer movement that began in 1977 in Seattle when a juvenile court judge conceived the idea of citizen volunteers speaking up for the best interests of children who are in foster care due to abuse or neglect. Today, the CASA movement has evolved into one of the largest volunteer organizations in the country. CASA volunteers are appointed by judges to watch over and advocate for these children in court, school and other settings to make sure they don't get lost in the overburdened child protection system. Volunteers stay with each case until it is closed with the goal of ensuring these children are kept safe and have the opportunity to thrive and grow.

In Texas, there are 73 local CASA volunteer advocacy programs with 9,590 volunteers serving more than 23,900 children in 219 counties across the state. Texas CASA is the statewide organization that provides funding, resources, training and support to these local programs to ensure they can operate effectively and seek out the best possible volunteers who will advocate passionately for the children they serve.

Texas CASA is an inclusive, welcoming and affirming organization that values, celebrates and actively seeks out diverse candidates. We are an equal opportunity employer and do not discriminate against any individual, employee or applicant on the basis of race, national origin, color, creed, sex, age, pregnancy, sexual orientation, gender identity, gender expression, disability, or veteran or citizenship status. People of all identities are encouraged to apply.

### POSITION SUMMARY:

Texas CASA seeks a dynamic, motivated and knowledgeable Intern to support the Communications and External Relations Department with various tasks and research related to Texas CASA's social media and digital campaigns. The Social Media Intern is someone who wants to build their portfolio while learning skills and gaining valuable, practical experience that will give them an edge when entering the job market. The ideal intern is one with a passion for helping others and who is looking for an opportunity to improve their social media management skills and gain hands-on experience in communications and public relations.



Interns will participate in a mandatory orientation, but will have the ability to work flexible hours up to 20 hours a week. In addition to working with the Communications team, interns will gain exposure to the other divisions of Texas CASA by collaborating with fellow interns. Interns will have routine meetings with their department mentor as well as the other participants in the internship program. In addition to gaining practical skills necessary for working within a Communications department, the internship program seeks to expose interns to the broader work of Texas CASA, the child welfare system and general work environment.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Assist with the design and execution of social media campaigns
- Create weekly and monthly editorial calendars to promote Texas CASA on various social media websites
- Create and distribute content such as blogs, infographics, videos and press releases on social media and traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Perform social media marketing research
- Help create and edit short-form videos
- Develop new strategies for increasing engagement
- Ensure brand message is consistent
- Other duties as assigned

### **QUALIFICATIONS:**

#### **Required:**

- Excellent skills in writing and editing.
- Intermediate skills in Microsoft Office (Outlook, Word, Excel, PowerPoint).
- Must be able to pass a background check.

#### **Preferred:**

- Enrollment in an undergraduate program in communications, public relations, marketing, advertising, journalism or another similar degree program; or relevant work experience and/or lived experience in the child welfare system.
- Familiarity with video editing software.
- Familiarity with social media management tools.

### **KNOWLEDGE, SKILLS & ABILITIES:**

- Skill in interpersonal relationships, including the ability to motivate people, negotiate among multiple parties, resolve conflicts, and establish and maintain effective working relationships with various levels of stakeholders.
- Strong problem-solving and trouble-shooting skills.



- Strong understanding of developing and implementing social media content strategy.
- Ability to manage multiple projects simultaneously, work independently, meet deadlines, organize and prioritize responsibilities, and identify and resolve conflicts in a timely and appropriate manner.
- Ability to manage and maintain confidential information.
- Must possess a focused and disciplined work ethic, be detail oriented and be comfortable working in a team oriented environment.
- Skills in WordPress, InDesign, PhotoShop, Illustrator, PowerPoint and photography preferred.
- Commitment to diversity and inclusion; as well as willingness and openness to learning, growing and having discussions around this arena.

### **PHYSICAL REQUIREMENTS & WORK ENVIRONMENT:**

While the majority of the internship will be conducted remotely, the Social Media Intern may spend some time in the Austin office that could involve intermittent physical activities including bending, reaching, sitting and walking during working hours. It is anticipated that the person may spend several hours of each day seated at a computer. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job.

**FLSA STATUS:** Nonexempt

**COMPENSATION:** This is a part-time, up to 20-hour/week, internship to begin approximately early January 2023 and end approximately early/mid-May 2023. Interns will be paid \$15/hour for their work during the internship.

Intern will be eligible for 403(b) retirement with 5% contribution by Texas CASA as well as worker's compensation coverage.

### **HOW TO APPLY:**

By **January 20, 2023**, please email a cover letter and resume to Accounting and HR Administrator Amy Lee Garcia at [jobs@texascasa.org](mailto:jobs@texascasa.org). The subject line of the email should be "Texas CASA Social Media Intern Application."

Please email requested documents with attachments in PDF format only. We do not accept phone inquiries regarding the position.