



STRENGTHENING THE VOICES OF CASA STATEWIDE

TEXAS CASA SEEKS Social Media Intern

Location: Austin, Texas
Reports to: External Communications Manager
Effective: April 8, 2025

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 allegations of abuse or neglect. Today, the CASA movement has evolved into one of the largest volunteer organizations in the country. Judges appoint CASA volunteers to advocate for children in court, school and other settings with the goal of reuniting children with their families. Collectively, the local CASA programs in Texas serve the majority of Texas' 254 counties. As integral members of their respective communities, they recruit, train, supervise and support court-appointed volunteers to advocate for the best interest of children. Local programs also coordinate and collaborate with other service providers who share the mission of supporting Texas families.

Established in 1989, Texas CASA is the statewide membership association for all local CASA programs. In this role, we support the CASA network by serving as the administrator of state and federal funds, setting and monitoring standards, providing training, leading a statewide volunteer recruitment campaign, advocating for public policy and more. Texas CASA is committed to partnering with statewide stakeholders and the CASA network to elevate best practices when working with children and families. Texas CASA is a registered 501(c)(3) organization with a mission to support local CASA programs with training, community awareness, resources and public policy to make a positive difference in the lives of children and families in Texas.

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

QUALIFICATIONS:

Required:

- Progressing in a college or graduate degree related to Journalism, Advertising, Communications, Graphic Design, Public Relations, Public Policy, Marketing or Digital Media; and/or lived experience in the child welfare system.
- Excellent skills in writing, editing and social media drafting.
- Interest in digital media.
- Experience with graphic design.
- Interest in video/reel creation.
- Intermediate skills in Microsoft Office (Outlook, Word, Excel, PowerPoint).
- Must be able to pass a background check.

Preferred:

- Familiarity with video editing software.



- Familiarity with photography and photo editing software.
- Familiarity with social media management tools.
- Familiarity with Airtable, Canva, PremierePro.

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 the Adobe Creative Suite, especially PremierePro, and tools such as Airtable and Canva are preferred.
- Should have a willingness and openness to learning and growing in a member-focused service environment.

PHYSICAL REQUIREMENTS & WORK ENVIRONMENT:

The primary office is Texas CASA's headquarters in Austin, TX. Although work may be performed in a remote location requiring ongoing computer use, Texas CASA requires weekly transportation to the primary office at the discretion of the CEO. While in the primary office, the employee may be occasionally exposed to a variety of working and environmental conditions, that could involve intermittent physical activities including bending, reaching, sitting and walking during working hours.

FLSA STATUS: Non-exempt

COMPENSATION: Interns will be paid \$15/hour for their work during the internship. This is a part-time, up to 20-hour/week, internship to begin approximately mid to late March 2025 and end approximately mid/late December 2025.

BENEFITS: Hybrid (partially remote and in person) working environment. In addition, the person will be eligible to participate in Texas CASA standard employee benefit programs, which include:

- 403(b) Retirement Plan with 5% Employer Contributions

HOW TO APPLY:

SOCIAL MEDIA INTERN
MARCH 2025



By March 21, 2025, please upload a PDF cover letter and resume to <https://apply.workable.com/texas-casa/j/1E8B6D63BB/>. The cover letter should describe your interest in the position and include a detailed explanation of how your experience meets the minimum qualifications and prepares you for the responsibilities outlined in the job description.

We do not accept phone inquiries regarding the position.

Anyone interested should have a willingness and openness to learning and growing in a member-focused service environment.