

Social Media Internship – Flyin Ryan Hawks Foundation

Background: The Flyin Ryan Hawks Foundation mission is to challenge students, athletes and adults to explore what is important to them, then take ownership by composing a set of personal Core Values to guide their attitude and life decisions. We believe that individuals who determine and follow their own Core Values will make better decisions, experience a more engaged life, and be empowered to achieve their goals with passion and determination. For more info on our programs, please visit: <http://flyinryanhawks.org/>

Summary: Help the Flyin Ryan Hawks Foundation populate the Adventure Scholars section of our website with current content, engaging media links and recent pictures of our awardees and their adventures. Work with staff to provide logistical support, marketing, and regular postings and other social media outreach promoting relevant news and stories on a variety of platforms reaching the Foundation's followers. The goal is to enhance the visibility and public profile of the Foundation's mission and programs to key audiences.

ROLE AND RESPONSIBILITIES:

- Maintain and organize Adventure Scholarship database to include: up-to-date contact information (email/phone), hometown, adventure, year of award & social media links as appropriate.
- Updating the Flyin Ryan Hawks Foundation website with current recipients as new scholars receive awards. Includes: editing & uploading bios, photos and other application materials & posting social media links as appropriate.
- Requesting and posting updates to our website on current activities of our Adventurers, especially related to the goals addressed by the scholarships they received. Material should be added to the website under the bios, as this information comes in. *(Note: Some Adventurers are very dutiful and enthusiastic about staying in touch. Others need to be coached and coaxed to provide the updates we need. Developing good relationships with our Adventurers is a key element for success in this role.)*
- Using social media to spread the word about what our Adventurers are doing (only with current updates, no more than once per week). Utilize a variety of channels, including Facebook, Instagram, Twitter, and YouTube to post Adventure Scholar updates, Flyin Ryan events and other relevant content.
- Keeping Foundation staff informed about the status of website and social updates periodically.
- Ability to help staff & support local Flyin Ryan Foundation events in Vermont, based upon availability.

QUALIFICATIONS:

- Strong communications skills, both verbal and written.
- Strong computer skills, including MS Word, Excel, basic photo editing & website editing skills.
- Strong social media skills, including Facebook, Twitter, and Instagram.
- Ability to work independently, from home or other location.

PREFERRED SKILLS:

- Personal experience in winter sports, adventures and youth programs.
- Outgoing, articulate and able to demonstrate passion about Foundation's mission and approach.
- Experience with WordPress website editing and managing simple databases a plus.

TIME COMMITMENT & SUPERVISION:

Internships will require from 20 to 30 hrs./month on average during seasonal event periods. Plan on about 125 to 150 hrs. per semester. Intern will be supervised & evaluated by Foundation staff.

To apply: Send your resume and a detailed cover letter addressing fit between your volunteer or work experience & the requirements of this position, and your availability for upcoming semester(s).

For more info, contact: Larry Lewack, Operations Manager, larryl@flyinryanhawks.org, (802) 391-0759