



## **Development-Communications Intern – Paid Internship**

Nonprofit Explore Austin (est. 2006) combines mentoring, leadership and outdoor adventure to empower local youth from economically disadvantaged communities to reach their full potential. Through a leadership-based outdoor adventure curriculum, coupled with social-emotional learning and long-term mentoring, our program supports the cognitive, emotional and physical well-being of 6th-12th graders from economically disadvantaged communities.

### **Our Culture**

We approach our mission with intention, believing that making time for exploration cultivates self discovery. Leading with equity, we strive to remove barriers to outdoor adventure. We boldly embrace change and adapt to the evolving needs of our community. We celebrate the journey – sharing our wins and learning from our losses. Fostering a space of trust and belonging, we establish a culture of courage, commitment and gratitude.

### **Position Overview:**

Explore Austin seeks a creative and passionate intern with a focus on video content to work on the Development-Communications Team, serving as a key player in launching and managing Explore Austin's new TikTok\* account, and creating new content for our existing social media accounts, including Instagram, Facebook, LinkedIn and YouTube. This role offers an exciting opportunity to shape the direction of our social media presence on TikTok, a platform that will help us engage new audiences and amplify our nonprofit's mission. You will assist in creating dynamic video content, driving engagement and helping our nonprofit build a vibrant online community. This position requires some Saturday and evening work to capture content at Explore Austin programming (which takes place on Saturdays) and events, and to help provide event setup and teardown assistance at certain events.

### **Duties and Responsibilities:**

The essential functions are below for this internship, but do not restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

This position reports to the Communications Manager on the Development-Communications Team at Explore Austin, and supports the work of the Communications Manager, Events Manager and Chief Development Officer.

### **Key Responsibilities:**

- **TikTok\* Account Launch & Strategy:** Play a key role in the creation, development and launch of our nonprofit's TikTok account. Help build a content strategy tailored to the platform's trends, audience and format.
- **Video Content Creation:** Shoot, edit and produce engaging video content for TikTok, Instagram Reels and other social media platforms (Facebook, LinkedIn, YouTube). This includes both short-form videos (e.g., TikTok and Instagram challenges, behind-the-scenes, stories) and longer-form content for other platforms.
- **Storyboarding & Scripting:** Help develop video concepts and storyboards that align with our mission. Work with the Communications Manager to create content that resonates with our TikTok and Instagram audience while staying true to our nonprofit's mission, vision and values.
- **Video Editing:** Edit raw footage into polished, TikTok-ready and Instagram Reels-ready videos. Add captions, music, effects and graphics to enhance the content's appeal and shareability.
- **Trend Integration:** Stay up-to-date with TikTok and Instagram Reels trends, challenges, and viral content. Help create content that taps into these trends while keeping our messaging consistent and engaging.
- **Content Calendar Management:** Assist with scheduling and organizing video content within our content calendar to ensure a consistent flow of posts across all social media platforms.
- **Community Engagement:** Monitor TikTok, Instagram and other platforms; engage with followers; respond to comments and share user-generated content to build a strong online community.

### **Qualifications:**

- **Passion for Children & Social Impact:** A strong desire to contribute to a nonprofit organization focused on empowering 6th-12th graders from local, economically disadvantaged communities. Comfortability capturing digital content within the diverse populations Explore Austin serves.
- **Video Production Skills:** Experience with video filming, editing and production. In particular, familiarity with TikTok's and Instagram's video editing features, including each app's native editing tools, filters and effects.
- **Graphic Design Skills:** Understanding of basic graphic design principles, and experience working with graphic tools such as Canva and/or Photoshop.
- **Creative & Detail-Oriented:** Ability to think outside the box and create content that is both visually engaging and emotionally impactful. Commitment to excellence and high standards is a must.
- **Social Media Savvy:** Understanding of social media platforms, especially TikTok, including trends, challenges and best practices. Familiarity with Instagram, Facebook, LinkedIn and YouTube is also required.
- **Strong Written & Oral Communication Skills:** Clear and effective communicator, both written and verbal, with the ability to collaborate and take direction.
- **Time Management:** Ability to organize and prioritize tasks and deadlines.

- **Positive Attitude & Team Player:** A collaborative mindset, with the ability to take initiative and be adaptable to the evolving needs of the organization.

### **Compensation & Schedule:**

\$10/hour for 5-10 hours flexible per week, including Saturday and evening work as needed to capture content and support Development-Communications staff. Internship will take place over the course of 6 months from the date of hire.

Candidates selected for an interview will be requested to provide 2 references, with 1 being a former supervisor.

### **Benefits:**

- Flexible work schedule with the opportunity to work in office or remotely, as needed.
- Hands-on experience launching and managing a TikTok account for a nonprofit, with opportunities to directly shape its growth.
- Exposure to social media marketing, video production and nonprofit storytelling strategies.
- Mentorship and guidance from experienced professionals in the development, marketing, events management and nonprofit sectors.
- A chance to make a tangible difference in the lives of local youth by creating content that raises awareness of Explore Austin and drives engagement.
- A portfolio of social media content that showcases your work
- An incredible team and community!

**To Apply: Email [jobs@exploreAustin.org](mailto:jobs@exploreAustin.org), ATTN: Claire Spera with:**

- 1) A brief cover letter explaining why you're interested in this internship
- 2) Your resume
- 3) Social media work samples, at least one of which is a short-form video and at least one of which is a social media post (graphic and caption)

**\*Disclaimer, pending federal legislation:** If the TikTok platform ceases to be accessible in the U.S., video content focus will pivot to our other social media accounts, including but not limited to Instagram, Facebook, LinkedIn and YouTube.