

# CANOPY CENTER

## Volunteer Position Description



Program	Admin		
Position Title	Communications Intern		
Reports to	Lizzie Schneiderman	Title	Communications & Event Planning Assistant

Type of Position	Location	Time Commitment
<input checked="" type="checkbox"/> Intern <input type="checkbox"/> Volunteer	On-site at the Canopy Center offices. 2445 Darwin Rd., Ste. 15, Madison, WI	Approximately 10 hours per week, with flexibility to meet the needs of the internship. Scheduling is flexible during business hours, Monday-Thursday. Some remote work is possible. Spring semester commitment.  Preferred: availability for annual fundraiser gala event in May.

### AGENCY VISION AND MISSION

Our vision is to give every person an opportunity to have a voice in identifying and addressing their needs; and to provide social connections, to fully develop their sense of self and community.

Our mission is to help strengthen families and support children, teens, and adults impacted by trauma and adversity.

### POSITION SUMMARY

The Communications Intern will assist with increasing visibility and interaction with Canopy Center and its work. With the Communications & Event Planning Assistant, they will develop content for the agency's social media outlets, regular email newsletter, and the agency website in order to assist with fundraising efforts, publicize events, and increase agency recognition in the community. This includes taking and editing photos, taking and editing video, and creating graphic design elements for publication. They will also assist in generating new ideas for content and will have input in future marketing initiatives for the agency and its programs.

### QUALIFICATIONS

- Ability to get to and from office via personal or public transportation (bus) when needed. Some work can be done remotely.
- Must be proficient in basic design programs like Adobe Photoshop and Canva with a knowledge of video editing software.
- Strong creativity and organizational skills.
- Ability to work independently, with little supervision.
- Proficient understanding of digital tools and social media, with ability to analyze current and successful uses of blogging, Facebook, Twitter, Instagram, etc.
- Knowledge of Google Suite applications.

## REQUIREMENTS

To be considered, applicants must submit a portfolio containing 3 examples of the applicant's work in graphic design with their application. Portfolios should be emailed to [volunteercoordinator@canopycenter.org](mailto:volunteercoordinator@canopycenter.org). Make sure identifying information is included so that portfolio can be connected to the online volunteer application.

## DUTIES

- Design, create, and publish digital materials for general and event-specific agency marketing, program marketing, and fundraising campaigns at Canopy Center, for distribution on the web, social media, and newsletters.
- Collaborate with the Communications & Event Planning Assistant to develop marketing plans.
- Monitor social media for trending topics to utilize on social media channels.
- Assist with photo, video, and graphic design content and production (shooting, editing, etc).
- Other tasks as assigned.