

Tips to increase traffic and applications for your positions

Position Title	<p>Create a descriptive job title with precise key words that accurately describe the role.</p> <p>Original Title: Intern Better: Chemistry Lab Intern- Fall Semester</p>
Summary	<p>Provide a brief overview of the organization and the position.</p>
Responsibilities & Duties	<p>Include the core responsibilities and day-to-day activities of the position</p>
Qualifications & Skills	<p>List specific hard and soft skills that are required (or preferred) for the position.</p> <p>Hard skills: this can include specific education, previous experiences, certifications, and technical skills.</p> <p>Soft Skills: this can include communication, problem solving, etc.</p>
Use Bullet Points	<p>Bullet some information so that is easier to skim.</p>
Clear Number of hours <i>(Applies more to internships)</i>	<p>Students need to balance other obligations, so it is helpful to provide the specific number of hours (as well as days/shifts) for the position instead of just “part-time” or “full-time”.</p>
Start Date/Time Frame <i>(Timeline applies mostly to internships)</i>	<p>Provide a general time frame for the internship (e.g., fall semester, 100 hours over six weeks, etc.).</p>
Pay/Compensation	<p>Paid Internships: Provide an hourly pay rate, stipend, or salary range.</p> <p>Unpaid Internships: Be specific that you are willing to work with them to receive academic credit for internship. These internships should not exceed 12 hours.</p>

Example of a Good Position Posting

Instead of a brief blurb (like "The internship will provide the intern with experience in nonprofit communications, marketing, policy advocacy practices, and more"), consider something closer to the example below:

Title: Communications Intern

Job Summary

The internship will provide the intern with experience in nonprofit communications, marketing, policy advocacy practices, and more. The intern will gain experience using blast email software and website management tools, data and member management with Salesforce, and possibly design experience with Adobe products. The intern will participate as a team member and offer researched recommendations on best practices and improvements to the organization's communications practices as detailed below. Ideal candidates will be energetic, inventive, hardworking, social media and web-savvy, and filled with ideas about creative ways to engage audiences in the organization's mission. While assisting with a wide range of projects, the intern will gain hands-on experience and training in many aspects of marketing and development, while also gaining a good understanding of a small nonprofit organization. OCDCA is committed to providing the intern with an educational and worthwhile opportunity; therefore, further goals will be discussed with the hired intern.

Duties

- Draft monthly e-newsletters (*What's Happening* and *Funding Opps*) and e-blasts to membership with staff content support
- Provide support to social media efforts, including updating or improving content calendars and creating content
- Monitor social media for trending topics to utilize on social media channels
- Conduct organizational social media audit
- Coordinate with Communications Director and Membership Director for targeted prospective membership approach and funding asks
- Manage website updates with staff content support
- Draft print materials for agency, as needed, with staff support
- Assist staff with data management, migration, and improvement
- Assist in communications regarding policy objectives/statehouse work including, but not limited to, messaging to legislators and other stakeholders, print and web material design, press releases, and copywriting

Skills and Qualifications

- Entrepreneurial spirit and go-getter attitude
- Excellent writing and interpersonal communication skills
- Excellent internet and research skills
- Creative and curious problem-solver
- Some communications or marketing coursework successfully completed
- Passion or interest for community development, public policy, and nonprofits a strong plus

Time Frame and Supervision

The intern will be supervised by Lisa Much, OCDCA's Communications and Capacity Building Director. Intern has the option to work at our downtown Columbus office, remotely, or a hybrid of the two.

The timeline will be a ten-twelve week period over the summer of 2021, with start and end dates flexible for 10-20 hours/week. Hours are flexible to be worked out with the supervisor and the intern.

Benefits

The intern will be paid \$12.50/hour, and will receive a COTA bus pass through the downtown C-pass program and, if driving to the downtown office, reimbursed parking. OCDCA will work with the intern as best as possible to help ensure they receive academic credit for the experience, if applicable. OCDCA will also work with the intern to help them achieve academic or professional development goals.