



INTERNATIONAL
STUDENT HOUSE
washington, d.c.

International Student House of Washington, DC Communications and Marketing Internship

updated July 13, 2020

International Student House of Washington, DC (ISH-DC), a non-profit organization in the Dupont Circle neighborhood in the heart of Washington, provides an exceptional residential experience to a highly diverse international community of graduate students, interns, and visiting scholars. The House promotes inter-cultural dialogue, encourages life-long connections, and fosters global citizenship.

The Opportunity

ISH-DC is seeking a Communications and Marketing Intern. This internship entails assisting and implementing various communications, marketing, and programmatic strategies by developing various elements essential for the growth of the organization. This individual works under the Director of Outreach and Strategic Initiatives and Resident Manager, and carries out several tasks to enhance and grow the organization.

Requirements

- Must be enrolled in an academic program at an accredited institution
- Must be eligible to intern in the U.S. (Visas will not be sponsored by ISH-DC)

Responsibilities

This role will support the organization by working with professional staff members on the following:

Social Media

- Draft content for ISH-DC's social media engagement on Instagram, Facebook, Twitter, and LinkedIn
 - Capture all ISH activities as content for promotion on social media
 - Support content creation and growth on under-utilized platforms Twitter and LinkedIn
- Develop and execute social media campaigns
- Support social media management platform
- Support social media strategy development and ongoing assessment

Marketing

- Support the editing of marketing materials/resources, which include marketing to prospective residents and donors
- Support marketing plan to prospective resident scholars
- Support development of ISH brand and marketing protocols and tools (i.e. for use in email communications, social media campaigns, printed materials, etc.)
- Support the research and development of an ISH-DC online marketplace to allow ISH-DC to sell merchandise

Other

- Management of ISH content for communication and marketing purposes
- Organize b-roll content, copy-write, historical images related to programs, et. al.
- Update ISH-DC's website with engaging content using WordPress
- Review website content (pages) for potential update and re-design opportunities
- Draft content for monthly newsletter

Skills and Specifications

- Excellent understanding of social media platforms and ability to apply marketing principles

- Excellent communication skills
- Graphic design skills highly desired
- Experience with Hootsuite, WordPress, CRM database preferred
- Ability to work individually and under the supervision of organization leadership
- Demonstrates ability to solve problems and communicate needs as they arise
- Excellent organization, prioritization, and time management skills
- Ability to meet project deadlines
- Attention to detail
- Desire to learn and contribute to a small non-profit

Applicants should send a cover letter and resume (email subject line "Internship Application: [First and Last Name]") to Katherine Russell, ISH Director of Outreach and Strategic Initiatives (krussell@ishdc.org).