



Title: New Roots Communications Coordinator Intern

Location: Charlottesville

Start Date: October 10th to December 2022

Duration: May 2023, possibility of extension; 10 hours/week

Background: New Roots Charlottesville supports refugee food security and aids in their transition to the community through gardening, nutrition education, local food access initiatives, and small-scale farming.

Scope of Work: The New Roots Communications Coordinator Intern provides and builds skills in hands-on and administrative support to the New Roots Program including outreach, research, record keeping, marketing, events participation, and partnership assistance.

Responsibilities:

- Maintain professional email and social media (Facebook, Instagram) accounts for New Roots Charlottesville
- Manage contact lists in different applications and platforms (WhatsApp, Mobile Text Alert, Mailchimp, etc.)
- Work closely with the New Roots Manager and Farm & Garden Specialist to determine newsletter topics, volunteer workdays, and other news and announcements
- Research strategies to maximize reach and efficacy of mass communication
- Communicate with New Roots gardeners and community volunteers
- Assist with volunteer events, trainings, administrative tasks, and program-wide evaluations as needed (including using the New Roots case management system)
- Record hours and submit a timesheet

Requirements

- Attend IRC volunteer orientation
- Strong organizational skills, motivated, and able to work independently and in a team
- Reliable, responsible, punctual and professional
- Flexible and able to work in a fast-paced environment, comfort working outdoors
- Comfortable working in a multicultural setting
- Fluent in English, Bilingual skills a plus
- Ability to communicate with limited English speakers, experience working with diverse populations a plus
- Proficient user of Microsoft Suite and graphic design programs (Canva, Adobe Suite, etc.)
- Experience leveraging media/communications platforms (Facebook, Mailchimp, etc.) and a desire to use a data-driven approach to track reach and efficacy of public outreach
- Farm or garden experience a plus, or experience in sales or marketing.
- Valid driver's license, active insurance policy, and access to reliable transportation
- Availability for occasional weekend and evening work

This position is unpaid and reports to the New Roots Manager.

IRC leading the way from harm to home.

IRC is an Equal Opportunity Employer IRC considers all applicants on the basis of merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status or disability.