



## Urban Roots Seeking a New Communications Intern

**Employer:** Urban Roots

**Position:** Communications Intern

**Reports to:** Marketing & Communications Manager

**Location:** Austin, TX / remote

**Type of Role:** Seasonal Part-Time, Hourly

### **Who We Are:**

Urban Roots uses food and farming to transform the lives of young people and inspire, engage, and nourish the community. The only farm-based youth development and community impact organization in Austin, we have served over 500 youth through paid internships that support their growth as leaders. This past growing season our staff, youth interns, and volunteers harvested over 35,000 pounds of sustainably grown produce across our two farms in east and south Austin. We donated 75 percent of that to increasing food access to underserved communities through our own programs and our hunger relief partners.

To learn more about Urban Roots, we encourage you to visit our website and check out the following videos [from National Instruments](#) and [CBS News/ Go Daddy](#), and this [article in Culture Map Austin](#).

### **Who We Seek:**

Urban Roots is growing our team and is seeking an undergraduate or graduate student who is pursuing a degree in Public Relations, Marketing, Communications, or other Business- or Marketing-related field to join our team as the new Communications Intern. This new role will be a vital member of Urban Roots' growing Communications team, which is dedicated to sharing on-brand, mission-driven communications and marketing materials about our organization. The Urban Roots Communications Internship will provide hands-on opportunities to develop and learn a variety of skills in the communications toolbox.

To be a successful candidate for this internship-level position, you will have experience with social media and social media planning, either from course studies or past internships; be a skilled copywriter; have an interest in creating social media graphics; and have a passion for digital marketing. You also possess the desire to ensure personal and professional success through mission-driven work. You're a natural problem solver and love exploring ways to improve our social media and content marketing strategy. You're comfortable with digital tools and are open to learning new ones. You are data driven and eager to understand the numbers. You're self-motivated, adaptable, and have the humble confidence needed to work both independently and as part of a team. You have the ability to work virtually or in person. You also have a strong attention to detail and are skilled at time-management.

Urban Roots is an Equal Opportunity Employer that offers positions with varying skill levels and responsibilities that amplify our mission. We strongly encourage members of traditionally underrepresented communities to apply, including people of color; LGBTQIA+ identified people; people with differing abilities and genetic differences; veterans; and people who speak, read, or write a language in addition to English.

### **The Communications Intern Position:**

As the Communications Intern, you will:



- **Be a part of the Communications Team** and support the communications strategy by carrying out a variety of projects;
- **Create campaign proposals and serve as the lead** on a number of projects and campaigns in coordination with the Marketing and Communications Manager;
- **Write content** for social media, blog, and email marketing projects;
- **Execute social media marketing efforts** based on the editorial calendar and comms strategy **and help manage our online presence**;
- **Gather, analyze, and report on our digital marketing efforts**;
- **Organize and manage** Urban Roots' media archive, communications archive, and email marketing lists;
- **Learn how to use and/or strengthen your knowledge of tools** like: Later, MailChimp, Wordpress, Canva, and Asana;
- **Practice Urban Roots' health and safety protocols** which adhere to local, state, and federal guidelines to minimize the spread of COVID-19; and
- Other duties as assigned by the Marketing and Communications Manager.

#### **Other Requirements:**

While performing the duties of this job, the Communications Intern will be expected to:

- Work a set schedule of 15 to 20 hours per week (to be determined in hiring process);
- Be available starting January 31 through July 31, 2022;
- Have knowledge of / be proficient in Microsoft Office programs;
- Have experience in communications and marketing;
- Attend virtual weekly meetings with the Marketing and Communications Manager;
- Attend occasional in-person or virtual staff meetings and all-staff farm work days (when it works within the intern's set schedule);
- Communicate and exchange accurate information in a variety of formats including in-person, electronically, and over the phone;
- Operate a computer efficiently and accurately; and
- Provide their own computer.

**Compensation & Benefits:** The hourly rate for this position is \$12 to \$15 per hour, depending on experience. This position is for January 31 through July 31, 2022. This position is mostly remote, with some in-person meetings required (when in Covid Stage 3 or lower). As the public health situation improves, we will return to a hybrid office / home working model when it's safe to do so. You'll also receive farm-fresh veggies!

#### **Application Process:**

- Resumes and inquiries should be emailed to [jobs@urbanrootsatx.org](mailto:jobs@urbanrootsatx.org)
- All applications should include a resume and cover letter that briefly answers: 1) Why you are interested in working at Urban Roots, 2) Why you are interested in a Communications Internship, 3) How your experience prepares you for the responsibilities outlined in the job description.
- We will NOT accept applications through online portals if they do not include a cover letter and resume.

**Application period closes January 14th** and will be reviewed on a rolling basis. This position is available immediately and will remain open until filled. Final round candidates will be given a background check before an internship employment offer is finalized. Phone call inquiries will not be accepted.