



Social Media & Outreach Internship

Victory Garden Initiative is a non-profit organization that builds communities who grow their own food as a way of life to create a community-based, ecologically sustainable, socially just and nutritious food system for all. We are a small, dynamic and rapidly growing organization seeking the right team member to join us in changing Milwaukee's landscape into a lush, food-producing city.

Position Description:

The Social Media & Outreach Internship is an opportunity to expand your knowledge of urban food production, gain connections with the Milwaukee food scene, and hone great communication skills while supporting the creation of a more sustainable and socially just food system. This internship will provide specific experience in all areas of nonprofit community engagement including managing social media pages, creating promotional materials, staffing outreach tables, writing blog posts, updating websites, and attending community listening sessions and events.

Note that this is an unpaid internship. That being said, we do our best to focus on hands-on training and cross-training opportunities in different departments. We are sometimes able to offer small stipends or credit for specific professional development workshops, but this is not a guarantee. Students that qualify for school credit are encouraged to apply. Interns can also be hard-core volunteers that are not students!

Reports to: Co-Executive Director

Schedule and Duration: This is highly flexible, but in general these are the expectations.

Fall	Spring	Summer
September 1 - December 31	January 1 - May 31	June 1 - August 30
10-15 hours/week	10-15 hours/week	10-15 hours/week
Schedule is determined by the Intern and Manager at the time of hire.		

Location:

1. Victory Garden Initiative Office - 249 E. Concordia Ave, Milwaukee, WI 53212
2. Victory Garden Urban Farm - 220 E. Concordia Ave, Milwaukee, WI, 53212
3. Occasionally at various locations around Milwaukee for events

Learning Opportunities and Duties:

- Promote upcoming VGI events, classes and programs via social media, promotional materials, our website, and other creative, grassroots means.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.



- Assist in capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Collaborate with VGI Staff to develop a monthly content calendar to support upcoming programs & new product intros. Help to identify what is buzzworthy, unique and timely.
- Identify unique ways to promote VGI in a natural way on each social media platform.
- Write fun, engaging captions & social copy, promoting a fun and energizing VGI presence.
- Daily community management/customer service responses. Active social listening amongst channels to identify unreported customer experiences.
- Collaborate with VGI Staff to seek out and attend outreach events to promote the mission, vision, and upcoming programs and events of VGI
- Manage outreach opportunity listings
- Conduct community outreach to raise awareness and interest in urban agriculture

Qualifications:

- Passionate about changing the food system and living the VGI mission
- Nonprofit management, journalism, communications, marketing, graphic design, or information technology student preferred
- Understanding of major social media platforms (Facebook, Twitter, Instagram, LinkedIn, Google Business, YouTube, and Hootsuite).
- Aptitude for detail management and commitment to deadlines
- Ability to balance multiple tasks and work independently
- Clear communication skills when working with venues, partners, donors, and all people that come together to make VGI programs happen
- Proficiency in Google Suite, MS Office and basic website design
- Flexibility and adaptability
- Interest in food system issues
- Ability to work in a team and on your own
- Excellent written communication skills

To apply: Please send a cover letter and resume to helpusgrow@victorygardeninitiative.org with the subject line: Internship Program - Grant Writing & Research. If possible, please combine into one PDF document.

Note to applicants: if you are a student and interested in the position but cannot meet the time commitments, please still reach out to us! We are able to accommodate schedules for students to complete much shorter service hours through this internship program, we just ask that you are able to commit to some sort of regular, established schedule. Even if that is as little as 3 hours a week, you can still gain valuable experience in a chosen focus area (i.e. editing grant proposals or preparing needs assessments).

Application Due Dates: We accept applications on a rolling basis. However, we usually focus our efforts around the beginning of each semester (September, January, and May) You may submit at other times, but we cannot guarantee space available at those times or that we will be able to consider your application promptly.