



## Digital Media Fellow

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About: Shadhika provides funding and support to women-led, locally controlled non-profits in India working to empower at-risk girls so that they — and India — can realize their aspirations for a better future. We seek to break the cycle of poverty and address gender inequality in India by investing in the education, empowerment and economic self-sufficiency of girls.

Position	Digital Media Fellow
Position summary	<p>The Digital Media Fellow is an enthusiastic communicator who is responsible for supporting a variety of projects and deliverables for the Marketing (and Development) team(s). The successful candidate will help support marketing strategies and tactics that raise awareness for our brand and increase Shadhika’s visibility to diverse global audiences via various digital marketing channels (social media, blogging, email, website, etc.).</p> <p>The right candidate will be curious about high-quality, cross-collaborative teamwork in an agile nonprofit environment. They will bring solid creative and technical skill-sets and will have the opportunity to hone those skills working with members of Shadhika’s team. The right candidate will bring an Indian-affirming lens, have a deep commitment to diversity, and be able to capture and elevate the girl-centered stories of Shadhika participants, while conveying Shadhika’s impact.</p> <p>This internship is a unique opportunity to work alongside an international team and contribute to the growth of an expanding nonprofit. This intern will have the opportunity to showcase creativity, build experience, try new things and help increase Shadhika’s visibility to our diverse global stakeholders.</p> <p>Days will be varied, dynamic, and fast-paced. You will work directly with Shadhika’s Marketing Manager. Projects or tasks will come</p>



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	<p>together in support of organization-wide initiatives. As part of a small team, you will be expected to perform other administrative tasks, as needed.</p> <p>This is a paid fellowship (\$12-15/hour) covering 10-12 hours per week.</p>
<p>Who you are</p>	<p>You are digitally-savvy, who enjoys creating shareable content and is excited by design and storytelling! You are adaptable, enjoy juggling multiple projects and priorities, and are self-motivated. You look forward to collaborative teamwork opportunities and share your thoughts and ideas willingly. You demonstrate a high level of attention to detail and meet deadlines reliably.</p>
<p>Key responsibilities</p>	<p>Digital Engagement</p> <ul style="list-style-type: none"><li>• Supports Shadhika’s Marketing Manager and relevant staff members to attain Shadhika’s marketing and audience engagement goals</li><li>• Assists in content development in alignment with Shadhika’s values and digital media strategies which are DEI affirmative and girl-empowering.</li><li>• Carries out all social media management functions including editing and posting content on Shadhika’s Facebook, Instagram, Twitter, LinkedIn and YouTube platforms.</li><li>• Understands, identifies, experiments, and engages with social media influencers, Shadhika’s partners and supporters, as well as other relevant organizations/groups to increase engagement via digital platforms</li><li>• Designs on-brand social media graphics</li><li>• Monitors, analyzes, and compiles monthly reports of metrics</li><li>• Supports the maintenance of digital tools, resources and collections (photos, graphics, icons, infographics, and video clips) to use in various digital content.</li><li>• Assists Marketing Manager with curating, proofreading, and editing digital content</li><li>• Provides administrative support in general communications and fundraising projects, as needed.</li><li>• Other duties as assigned</li></ul>



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<p>Qualifications</p>	<ul style="list-style-type: none"><li>• Bachelor’s Degree (or in process) in Marketing, Communications, Graphic Design, Journalism, Nonprofit Administration/Leadership or related field.</li><li>• Committed to women’s empowerment and storytelling of vulnerable populations</li><li>• Excels and enjoys producing quality social media content and managing metrics</li><li>• Proficient computer skills</li><li>• Proficient research and editing skills</li><li>• Proficient project management skills</li><li>• Motivated, organized, and teachable</li></ul>
<p>Experience desired</p>	<ul style="list-style-type: none"><li>• Experience managing an organizations social media accounts</li><li>• Experience with graphic design, specifically with Canva or Adobe CC</li><li>• Experience creating short-form video content for digital media platforms</li><li>• Shadhika encourages BIPOC, especially people of Indian descent, to apply</li></ul>
<p>Benefits</p>	<ul style="list-style-type: none"><li>• Ongoing training and collaboration in non-profit marketing and communications with Shadhika’s Marketing Manager</li><li>• Skill building in research, copy-writing, graphic design, and digital media strategy</li><li>• Knowledge of issues facing at-risk young women in India</li><li>• Working with Shadhika’s international team in India and the US</li></ul>
<p>Overview</p>	<ul style="list-style-type: none"><li>• Dates: October 1 - December 31, 2020</li><li>• Location: Denver, CO metro area</li><li>• Virtual at-home workspace required</li><li>• May be asked to work from Shadhika office on an occasional basis</li><li>• Hours per week: 10-12, depending on availability</li><li>• Compensation: \$12-15/hour</li></ul>
<p>To apply</p>	<p><b>Application deadline: September 12, 2020</b></p> <p>Email: <a href="mailto:gford@shadhika.org">gford@shadhika.org</a> with your</p> <ul style="list-style-type: none"><li>• Email subject: Digital Media Fellow – [Your Name]</li></ul>



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- Cover letter stating how you relate to our core values and how you would grow our followers and increase exposure in the US Indian community
- Resume with volunteer and/or work experience related to digital media
- Create a mock-up Instagram post for Shadhika that highlights our mission with an on-brand image/graphic and copy