



Impact Interns: Summer 2021

Organization Information

Organization Name:	District Alliance for Safe Housing (DASH)
Address:	PO Box 91730 Washington, DC 20090
Website:	https://www.dashdc.org/
Organization Description:	The District Alliance for Safe Housing (DASH) is an innovator in providing access to safe housing and services for survivors of domestic and sexual violence and their families as they rebuild their lives on their own terms. We seek to strengthen and expand the local safety net for survivors by providing high quality, voluntary services that are responsive to their individual needs and by engaging lawmakers, community members, service providers, and survivors in the movement to make safe housing more accessible in the short-term and less necessary in the long-term.
Intern Supervisor: (Name, title, email)	Jessica Murgel / Development and Volunteer Coordinator / jmurgel@dashdc.org

Position Description

Internship Time Period (include projected dates):	<input checked="" type="checkbox"/> Summer 2021 Internship dates: 6/7/2021-8/13/2021
Hours Per Week:	20 hours
Number of Weeks:	10 weeks
Undergrad/Grad Intern eligibility:	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
Internship Description and Duties:	<p>DASH is seeking a graduate-level impact intern who will support DASH's Development department's communications efforts and develop a new communication strategy for the organization.</p> <p>This intern will play a key role in developing a customized plan to reach and engage stakeholders through multiple channels through this communication strategy. The impact intern will work closely with the Development and Volunteer Coordinator and Director of Development to help promote and raise awareness of DASH's mission, its brand and its programs, and support fundraising efforts through social media and other communications (blogs, email campaigns, etc.).</p> <p>Our ideal candidate would have the skills to update and manage DASH's website, create captivating social media content, and assist in sourcing and writing a monthly blog post. Graduate students with a Communications, Public Relations, Marketing, or related major, and an interest in</p>



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	<p>the issue of domestic and sexual violence are encouraged to apply.</p> <p>Duties include:</p> <ul style="list-style-type: none"> - Monitor news and research sources for mission-related articles and other content that could be used in social media, staying up to date on related domestic violence topics and safe housing news and trends - Support content creation, graphics and management for social media updates - Draft written content for fact sheets, presentations, and special event marketing campaigns, such as Domestic Violence Awareness Month (October) - Design graphics to be used on social media, emails, and website - Participate in discussions and meetings around communication strategies - Draft, edit, and post blog posts on DASH website - Track, update and analyze monthly Google analytics and social media data
<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>As the DASH Communications Impact Intern, this intern will have the ability to contribute significantly to the organization by increasing the capacity of our Development department to be able to have a dedicated focus on communications.</p> <p>This intern will not only execute the day to communications functions by creating content and posting to social media and our website, but also will be part of larger strategic conversations and planning about DASH's communications. Listed below are some of the major contributions this intern will be a part of and/or lead:</p> <p>Projects the intern will contribute significantly to:</p> <ul style="list-style-type: none"> - Create a template and build out a social media analytics report to track our progress, measure the success of our current initiatives, and inform our strategy moving forward - Execute a social media audit across all channels to better understand our current performance - Build out a DASH-specific social media or communications report for future use to have a tool to better equip the organization for understanding the effectiveness of our social media campaigns



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	<ul style="list-style-type: none"> - Develop an ongoing social media strategy based on the information gathered in the analytics report and social media audit to elevate DASH's visibility and fundraising efforts via our digital communications
<p>Qualifications and/or skills desired:</p>	<p>Required qualifications:</p> <ul style="list-style-type: none"> - A strong interest in working on nonprofit communications - A commitment to DASH's mission in providing safe housing to all survivors of domestic and sexual violence and their families - Excellent interpersonal communication skills - Strong organizational skills, detail-oriented and ability to manage multiple projects at one time - Self-starter and proven ability to work in a collaborative environment as a team player as well as working independently - Knowledge of social media platforms, proficiency of Microsoft Office <p>Preferred qualifications:</p> <ul style="list-style-type: none"> - Graduate student with a background in PR, Communications, Marketing, Journalism or Graphic Design - Experience with Canva and Google Analytics - Experience with email marketing software and Wordpress
<p>This position requires specific clearances, background checks, or specific documentation upon hiring. Please list requirements or write Not Applicable.</p>	<p>This position requires that candidates complete a background check upon hiring.</p>
<p>The following information is required from the intern:</p>	<p><input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Cover Letter <input type="checkbox"/> Writing Sample <input type="checkbox"/> Other: _____</p>
<p>Interviews will be conducted via the following methods:</p>	<p><input checked="" type="checkbox"/> Zoom <input type="checkbox"/> Google Hangouts <input type="checkbox"/> WebEx <input checked="" type="checkbox"/> Other: Microsoft Teams</p>