

## POSITION: OUTREACH INTERN



### About The Organization

Long Way Home is a 501(c)3 that **envision communities equipped to innovate and act responsibly in the face of local and global challenges.** Through promoting green building, employment, and education, Long Way Home mobilizes people to actively participate in democracy and create innovative pathways to economic and environmental justice.

Since 2009, the focus of the organization has been on building an 18-building green-designed campus in San Juan Comalapa, Guatemala. We've used more than 450 tons of trash and over 15,500 tires in our construction so far! On the campus, we serve 140 K-11 students who study a curriculum that integrates project-based learning and the green building process to cultivate employability and democratic participation skills for a 21st century, climate-stressed world. In addition to education, we train and employ local green builders who carry out our many green construction projects in Comalapa and throughout Guatemala.

### About The Job

Long Way Home is looking for a highly motivated, creative, and collaborative thinker. We are a small organization and therefore require a team of high-energy individuals, passionate about making a difference. The ideal candidate should have experience in promotional activities such as content creation and social media management. They should also have self-initiative capabilities, attention to detail, and a passion for our mission and work. Graphic design skills/knowledge are a plus.

Our goal for this period is to create meaningful and impactful media that is centered around community and economic development. As the Outreach Intern, you are also an intern for the Hero School. Interns and volunteers are essential components for continuing endeavors crucial to the success of our school. **This position provides social media and marketing enthusiasts with the opportunity to work alongside our Outreach Coordinator and talented team in a fast-paced and culturally diverse environment.**

#### **Responsibilities:**

- Create content and marketing materials for LWH.
- Collaborate with Outreach Coordinator for bi-weekly (at minimum) updates on Facebook, Instagram, and other social media sites with project relevant media.
- Assist in managing materials on the LWH website using the Squarespace platform.
- Help maintain the Google Drive organized.
- Support fundraising campaigns with the Outreach team.
- Available for assistance as needed.
- 2 days per week, working on the green building site on our current construction project.
- Participate in staff/event meetings when requested.
- Assist in fundraising events.

#### **Qualifications:**

- Experience managing social media and marketing campaigns.
- Excellent organizational skills.
- Attention to detail and commitment to top-quality, self-driven work (comfortable working with little direct supervision).

- Access to Graphic Design software (desirable).
- Strong written and verbal communication skills in English.
- Intermediate Spanish would be helpful in order to communicate with CETC staff, as well as to assist with translation/interpretation tasks (Bilingual preferred).
- Good attitude, team player, motivation to help out and be flexible.
- Enthusiasm for LWH's mission and work.
- Strong copywriting and editing skills suitable for each social media platform, from knowing how to write a successful tweet to using effective storytelling techniques.
- A solid understanding of the use of a range of social media platforms, particularly concerning advertising/branding.

### Educational Objectives:

- Become well-versed in the methods and applications of green design and building.
- Understand why and how green design should be made accessible in low-resourced and climate-stressed communities.
- Understand the day to day operations of a small NGO operations team working at the grassroots level.
- Develop intercultural and interdisciplinary teamwork skills.
- Gain insights into opportunities, risks, and limitations for achieving quality education, economic justice, and environmental health in marginalized communities.
- Have opportunities to increase Spanish language proficiency.
- Proficiency in writing professional reports to address identified challenges and provide workable solutions.
- Develop skills and competencies that transfer to hypothetical future work situations.

### Location

Remote

### Academic Level

\*university students only and previous professional experience\*

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|--------------|--|
| • First Year | • Graduate and prospective graduate students |
| • Sophomore  | • Working on Master thesis                   |
| • Junior     | • Working on Doctoral thesis                 |
| • Senior     | • Post Doctoral Scholar                      |

### Approximate Hours Per Week

40 hours/week; 3 days internship work and 2 days in green building construction

### Compensation

Upon successful completion of the internship, the intern is offered:

- Free admission (food and transport excluded) to our 1 month long Green Building Academy in March/July. Lodging included unless the intern prefers to stay in a hotel or homestay - <https://www.lwhome.org/academy>
- OR one month of free housing at our volunteer house
- Internship completion certificate
- 25% OFF LWH shirts

### Documents Required

- Cover Letter
- Resume
- Any samples of past writing work
- Any samples of past graphic design work (if applicable)