



Semester/Year: Summer 2011

Number of Open Positions: 1

Volunteer Job Description – Intern or Practicum Student

Job Title: Social Media Campaign Intern

Objective: online video campaign/public outreach regarding International Institute’s “HIRE-St. Louis” campaign. HIRE is an acronym with a two-fold meaning—“Hiring Immigrants: Responsibilities of Employers” and “Hiring Immigrants: Rights of Employees.” The goal of this internship is to have four videos posted online about hiring immigrants by the end of the semester. The videos will be humorous but will hold strong messages for the audience about the dos and don’ts of hiring immigrants.

Department: Development/Communications

Volunteer Supervisor: Mary Cryer

Location: International Institute, 3654 S. Grand Blvd., St. Louis, MO 63118

Time commitment: 12-15 hours per week

Responsibilities: scriptwriting, videotaping, video editing, public relations

Qualifications: strong writing/scriptwriting skills, digital videotaping/editing skills, knowledge of public relations, proficient with social media (YouTube), access to video editing software, independent worker, self-starter, goal-oriented, creative, good sense of humor, interest in the immigrant community

Training Requirements: Student intern **must** have access to digital video camera/equipment, video editing software, and computer to upload videos to YouTube.com.

Benefits to Volunteer: the practicum student will learn more about the immigrant population in the St. Louis metropolitan area, will build his/her professional portfolio, and will have his/her video projects visible to many in the community.