



The Exodus Road®
EMPOWERING RESCUE

COMMUNICATIONS INTERNSHIP - FALL 2017

Job Title: Communications Intern

Organization: The Exodus Road

Internship dates: 09/21/17 - 12/14/17

Time commitment: 15 hrs per week: Tuesdays 9am-5pm & Thursdays 9am-1pm

Compensation: This is an unpaid internship with employment potential upon successful completion of internship.

Job Location: Colorado Springs, CO

Reports to: Communications Manager

Company Overview: The Exodus Road (TER) envisions a world where victims of human trafficking are freed and those who enslave them are brought to justice. The Exodus Road will accomplish this vision by utilizing covert investigations teams to assist law enforcement in identifying victims, collecting evidence against traffickers and advocating for police action.

Job Description: Reporting to the Communications Manager, this position will assist with the strategy and implementation of key communication initiatives. The Comms Intern will also help to create content and edit the organization's publications, manage and enter marketing data, as well as foster online community. This role is responsible for assisting with creation and execution of a national and local digital media program with the goal of attracting influencers, donors, and partners to support TER's mission.

Specific duties include but are not limited to:

Content Creation & Strategy:

- Assist with the organization's content strategy by advancing the understanding of and appreciation for TER's brand, value-proposition, and differentiated services impact with key audiences by originating and driving great copy, messaging and storytelling
- Write, and edit marketing and campaign content
- Draft copy for emails, blog posts and other outlets

Research Projects:

- Research current events for potential op-eds
- Research media outlets to pursue

Email & Digital Marketing:

- Manage surveys and report results
- Manage email opt-ins for blog post content/social media ads
- Data entry for email personas
- Import new donors into email lists

Social Media:

- Assist with developing and managing TER's social strategy with Social Media Specialist
- Assist with content creation that is unique to each social media platform including rapid response posts, social stories, social ads, and featured posts
- Assist in scheduling ads and posts
- Monitor mentions and placements
- Monitor and engage online community through mediating comments, inviting people to like our page, networking, responding to messages and participating in Online Abolitionists

- Implement tactics to increase number of followers; deepen engagement across Facebook, Twitter, LinkedIn, and Instagram; and drive increased inbound traffic to theexodusroad.com

Additional Responsibilities:

- Monitor, identify, and research appropriate awards for TER and senior executives; apply and successfully implement at least one new award
- Participate in weekly department meetings, updating key staff regarding the overall operation and success of digital marketing initiatives, to include Google Analytics, Facebook metrics and other measures deemed valuable

As an equal opportunity program, TER encourages applications from all individuals regardless of age, gender, race, ethnicity, sexual orientation, marital status, physical ability or any other legally protected basis. TER evaluates all candidates on a merit basis. The Exodus Road is an equal opportunity employer.