



WASHINGTON ASSOCIATION FOR Infant Mental Health

Social Media Intern

This is a virtually based, unpaid internship at 15 hours/week. People of all backgrounds and identities are encouraged to apply, including Native American and people of color, immigrants, refugees, women, LGBTQ+, people living with disabilities, and veterans.

Do you have a passion for the social and emotional wellbeing of young children and families? Are you creative, collaborative, and savvy with social media? Do you love to tell a good story through photos, videos, and words? Are you a quick thinker and problem solver? If so, WA-AIMH invites you to apply for our Social Media Internship. You can improve and elevate the impact of our social media efforts – and we'll value and appreciate your contributions and ideas.

You will provide support to develop and implement outreach and promotional campaigns through social platforms to increase attendance at trainings, community engagement and participation, boost brand engagement and increase revenue.

Opportunity to Learn and Improve these Skills

- *Time and Project Management:* Effectively manage your time and activities to complete responsibilities in a timely and accurate manner.
- *Relationship Building:* Work cooperatively and collaboratively with Association staff, members, and IECMH professionals to complete projects.
- *Social Marketing Knowledge:* Learn the difficulties, obstacles, and the importance of social marketing.
- *Industry Knowledge:* Learn about the field of infant and early childhood mental health, and the multidisciplinary fields that support children and families in Washington State.
- *Communication Skills:* Learn how to effectively communicate with work colleagues, membership.

To apply: Please submit resume and cover letter to HR@WA-AIMH.org. Applications received by July 31, 2022 will receive priority consideration. Position open until filled.

Duties and Responsibilities

- Collaborate with Association staff to create social content and provide suggestions to improve the social experience on digital platforms.
- Participate in brainstorming sessions to share ideas, define strategy and be instrumental in bringing them to life.
- Conduct research to find articles and stories relevant to WA-AIMH's mission and post fresh content on social media platforms to invite conversation/interaction and improve engagement and outreach.
- Edit, create and organize forms of content including e-news, blogs, vlogs, graphics and infographics, videos, press releases on social media and traditional news outlets.
- Start a guest blogger program, identify and coordinate with guest bloggers to post a new blog each month.
- Manage Association's social media accounts, create weekly/monthly editorial calendars, post content.
- Monitor various social media platforms such as Facebook, LinkedIn, Instagram, and Twitter and reply to conversations/interactions.
- Track social media interaction and fanbase growth; provide Association staff with monthly updates.
- Promote special events and trainings on social media platforms, website and in e-news.
- Assist in developing and distributing monthly e-news.

- Edit and proofread all copy for digital posts, e-news, and website.
- Manage website updates, including training/events calendar in a timely manner.
- Handle online and information and training email inquiries appropriately.
- Contribute to Association staff efforts by accomplishing related tasks as needed.

Ideal Intern Qualifications

- Currently attending college or a recent graduate.
- Prior experience preferred in social media marketing, online engagement and communications.
- Creative self-starter proficient in relevant social channels such as Twitter, Facebook, LinkedIn and emerging channels.
- Excellent writing, proofreading and verbal communication skills.
- Strong internet researching skills.
- Detail-oriented, organized, and professional.
- Strong experience with MS Office Suite, Zoom, Google Drive. Familiarity with Base Camp, Mailchimp and WIXX a plus.
- Ability to work independently and in collaboration with Association staff.
- Welcome training, constructive advice, and development opportunities.

Vision: *All children prenatal to six in Washington experience healthy development through nurturing relationships with one or more loving, capable, and consistent caregivers.*

Mission: *We support the professionals and systems that nurture healthy beginnings in life, because early relationships matter.*

Washington Association for Infant Mental Health (WA-AIMH) is the only statewide professional development organization for the interdisciplinary professionals that provide the spectrum of infant and early childhood (IEC) services within Washington State. Our role is to credential, educate and support the IEC workforce. Research underscores that the well-being, skills, and knowledge of IEC professionals directly correlates to the quality of early experiences for infants and young children and equally contributes to their social-emotional well-being and development. We also advocate for public policy matters that impact young children and families in our State.

Each year we serve more than 600 professionals in diverse disciplines, such as early care and education, early intervention, child welfare, community healthcare, mental health, social work, psychology, and psychiatry. We work across the State, providing services in 27 of Washington's 39 counties. King, Pierce, Thurston, Snohomish, and Yakima are the most represented counties. Since 2019 we have:

- Contributed to professionalizing the field by endorsing more than 300 providers.
- Offered a variety of professional development and continuing education opportunities to increase skills and knowledge in the field. We've seen a 71% increase in trainings, a 36% increase in training participants, and a 75% increase in scholarships.
- Helped increase provider resiliency and well-being by coordinating the delivery of 274 hours of Reflective Supervision/Consultation. We have trained 133 Supervisors in providing RSC, and nearly 200 direct service providers in foundational concepts of reflective practice.
- Awarded nearly \$64,000 in training scholarships to more than 175 people.

Since our inception, WA-AIMH has not only served the workforce through professional development programming, we have also provided the structure and facilitated opportunities to bring together passionate champions of infant and early childhood mental health throughout the State.

We have a strong network of providers, program directors, advocates, policy makers, and others—both within and beyond Washington—who collaborate in sharing information and advancing collective efforts in the

service of young children and families. Within our organization, we have an incredibly hard-working and committed staff with robust and diverse backgrounds. As a small team situated outside of a government agency, we are able to be nimbler and more responsive to meet the evolving needs of our community than bigger, complex organizational systems may be.

We are committed to creating and sustaining an inclusive culture that promotes and values diversity, and where everyone feels empowered to bring their authentic selves to work every day. We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, expression or identity, national origin, age, disability, or genetics. In addition to federal law requirements, WA-AIMH complies with applicable state and local laws governing nondiscrimination in employment.