



## Communications + Social Media Internship

### **SWAG Project is seeking enthusiastic individuals to assist in running our Urban Farm!**

The SWAG Project is a food justice, community development and educational project in the South Ward of Newark. We grow food and build community through youth and community-led projects that bring more fresh food to our neighborhood. Our farm is the first in the area and a provider of fresh, organic foods to the surrounding blocks. We maintain two abundant growing spaces, run an affordable weekly market, provide multiple educational outreach programs to the surrounding area, and serve as a community center. Last year we interacted with over 700 students from our two partner schools, and over 150 additional teen and college volunteers from across Newark, New Jersey, and New York. In 2014 we grew over 4,000 lbs. of organic fruits, vegetables, and herbs, which were sold at our on site farm stand, donated to local schools and food pantries, and used in our community meal nights!

**SWAG Project** is looking for an intern to assist in researching, scheduling and posting on our social media pages. These posts will be based on our marketing strategy, as well as current events in the food justice and urban agriculture world. This intern will write, design and send e-newsletters, create web content and maintain SWAG's social media presence. Additionally, this intern will be in charge of developing a press kit and basic communication materials.

#### **Primary Responsibilities:**

- Assist with implementation of communication plan
- Maintain communications + events calendar
- Update Facebook, Twitter, Instagram and other social media
- Update SWAG Project website with new information and create content for blog
- Draft press kit, outreach communications and marketing materials.
- Provide general support to outreach operations
- Create graphics for use on social media
- Additional tasks as necessary

#### **Qualifications:**

- College/Graduate student or a recent graduate, preferably in communications, students with some college experience/ communications background will be considered
- Comfort with online communication and tools
- Strong written and oral communication skills
- Proficiency in MS Office; experience with social media management
- Familiarity with food systems and social justice issues; eagerness to learn about grassroots community development efforts and community food sovereignty
- Knowledge of design programming a plus

The intern will be required to commit to a range of 10-15 hours with the flexibility to pick their schedule times, must have some availability on Fridays throughout the spring and summer. A 12-week minimum commitment is desired. The ideal candidate will be an excellent writer, organized, detail-oriented and dependable. Should feel comfortable managing tasks with

minimal supervision. This is a great opportunity for candidates interested in learning more about urban agriculture, food systems nonprofits, fundraising, or communications.

The **SWAG Project** farm team is excited to offer various seasonal internship opportunities this growing season to students and community members interested in taking an initial step into the world of urban farming and community development. Although the opportunities are unpaid positions, these experiences will provide participants with a fundamental understanding of key issues in our food system and their relationship to urban agriculture, helping interns develop and hone the necessary skills and knowledge required for employment in the non-profit, community development and food system sectors. The internship program will fully prepare individuals for future apprenticeship roles and farm assistant positions with more intensive food justice projects, while giving interns a personalized, hands-on educational experience in a unique, small non-profit setting.

Please review the description and send a resume and cover letter with the heading **'Communications + Social Media Intern – Your Name'** to [swagprojectnewark@gmail.com](mailto:swagprojectnewark@gmail.com)

This internship is unpaid, though we will work with any student's academic institution to assist the individual in receiving college credit if possible, or pay a small stipend for transportation costs.