

Digital Communications Internship

Description

As the Digital Media & Communications Intern, you will play an integral part in fulfilling the mission of Special Olympics Michigan (SOMI), utilizing storytelling, digital content, and media engagement to create a more inclusive world. Working alongside an amazingly talented, dedicated group of colleagues, you will support daily content creation, social media engagement, and website upkeep while managing vital media assets. This hands-on role is ideal for a student or emerging professional looking to gain real-world experience in multimedia production and nonprofit communications while empowering our athletes, students, volunteers, and educators to spread inclusion throughout their communities.

Job duties consist of, but are not limited to:

Responsibilities

- **Social Media & Community Engagement:** Monitor SOMI channels daily for tags and athlete mentions, draft posts and Instagram Stories, prep event-day coverage, and gather missing details from staff.
- **Graphic Design & Content Creation:** Use existing SOMI templates to design athlete cards, staff anniversary posts, flyers, and event signage, while resizing assets and assembling initial video edits/Reels.
- **Photo & Video Management:** Sort and apply basic Lightroom edits to recent event media, organize clip libraries, and fulfill internal asset requests for departments like Sports, UCS, and LETR.
- **Website Maintenance & Department Support:** Perform routine website edits (updating event dates, replacing registration links, uploading documents) and execute small daily design tweaks for other SOMI teams.

Qualifications

- Comfortable interacting directly with diverse groups, including individuals with and without intellectual disabilities, in a warm, respectful, and encouraging manner.
- Familiarity with graphic design tools/templates (Canva or Adobe Creative Suite), photo editing software (Adobe Lightroom), and short-form video creation (Reels).
- Strong organizational, communication, and time-management skills to handle quick interdepartmental requests alongside continuous weekly projects.
- Currently pursuing or recently completed a degree in Communications, Marketing, Digital Media, or a related field.