



LATE WINTER/EARLY SPRING 2025 SOCIAL MEDIA INTERNSHIP

PAWS is a 501(c)3 non-profit organization dedicated to saving Philadelphia's homeless and at-risk pets and serving pet owners in need. PAWS is the city's largest rescue partner and provider of affordable veterinary care for pet owners and rescue organizations that cannot otherwise access it. Each year, PAWS finds loving homes for thousands of animals in need and enables thousands more families to keep their cherished pets. Through rescue efforts, community support, and surrender prevention, PAWS is working to make Philadelphia a place where every savable pet is guaranteed a home.

The PAWS Social Media internship offers a unique opportunity for individuals passionate about animal welfare and savvy in social media marketing and content creation to amplify PAWS' social media presence. Success in this role will require experience in and enthusiasm for social and digital platforms, a genuine interest in animal welfare, an understanding of best practices across relevant social media channels, excellent creative writing skills, and intermediate-level content creation skills.

Working closely with the Digital Content Manager and the Communications & Grants Manager, the intern will create compelling content to support PAWS' pet adoption and foster programs. The intern will **create content** across key social media channels such as Facebook, Instagram (including Stories, Reels) and TikTok, while also staying up to date on the **latest digital media trends**. The intern will gain valuable experience working collaboratively in a fast-paced, mission-driven organization and developing content as part of a comprehensive multi-platform communications approach.

The intern will play a key role in increasing visibility for PAWS' programs and engaging our audience effectively, with the goal of moving animals into well-matched foster homes and adoptive homes. **The ideal candidate has excellent communication and storytelling skills (both visual and written), strong organizational skills, and the ability to manage multiple projects and deadlines. Creative writing skills and proficiency in social media video editing software are a must.**

KEY RESPONSIBILITIES:

Content Creation: Develop engaging content for our social media platforms (Facebook, Instagram, and TikTok) with a special focus on promoting adoptable animals, animals in need of foster homes, and recruiting new animal lovers to join PAWS' foster program. Capture compelling video footage and photography of animals during their journey at PAWS.

Copywriting: Craft engaging, persuasive, and heartfelt copy that showcases the animals in our care and inspires potential adopters and fosters. We're looking for a candidate with excellent creative writing skills who can capture the unique personalities of our adoptable pets while maintaining PAWS' compassionate and approachable voice.

Special Projects: Interview current PAWS fosters to create an on-going video series about the benefits of fostering to recruit new fosters and engage with existing ones. Create exciting, impactful storytelling to capture the attention of new foster families, adopters, and supporters.

Trend Analysis & Performance Tracking: Identify new opportunities for content creation and audience engagement. Keep up to date with the latest social media trends and best practices, especially as they relate to animal welfare. Monitor and analyze key social media tips and tricks and provide insights for optimization.

Content Organization Support: Provide support to the digital communications team to organize content on Flickr and Google drive.

Key Requirements:

- 12-week-long internship with exact dates to be determined once the right candidate is identified.
- Commitment of 8 hours per week, working from PAWS' Grays Ferry location and from home.
- Currently pursuing or recently graduated with a degree in digital media, marketing, communications, or another related field.
- Strong interest in social media platforms and trends with a basic understanding of social media analytics and reporting tools.
- Knowledge of video editing with programs such as CapCut (or similar), Canva, and Adobe Creative Suite are strongly preferred. **Efficient and effective video editing skills are a must!**
- Excellent written and verbal communication skills with attention to detail, branding guidelines, and strong grammar skills.
- Solid organizational skills with the ability to prioritize multiple projects and meet deadlines.
- Professionalism, reliability, and a positive attitude.
- Self-motivated, proactive, and a team player.
- Adaptability and willingness to learn (or teach!) new skills.
- A love and deep respect for animals!

Benefits:

- Exposure to the animal welfare industry with a special focus on social media management and content creation.

- An experience to work and learn alongside a creative, supportive team of animal welfare professionals.
- An empowering opportunity to help save the lives of Philadelphia's homeless pets!

To Apply: If you are excited to learn and grow in a mission-driven environment with fellow animal lovers, we'd love to hear from you! Please email your resume, cover letter, and include links to your social media profiles or portfolios to cory@phillypaws.org.