



Nonprofit Communications Intern Opportunity

Do you love storytelling? Are you passionate about supporting an organization that makes an impact on the lives of older adults in Boston?

The Boston-based nonprofit, FriendshipWorks, has been working to end elder isolation in Boston for over 40 years, and is seeking a Volunteer Marketing and Communications Intern to help tell the story of the organization and its mission. The stories of our program participants, volunteers, and donors are critical to our marketing (print, digital, social media) as well as to grant narratives to help support the work we do. The “*Over 40 Years of Stories*” project is the foundation for our omnichannel communications.

This part-time, unpaid Internship is for the upcoming semester (now through Summer 2025). Based in Boston, this position provides meaningful, practical, on-the-job training, mentorship, as well as a resume and career-building experience.

Upon completion of their work, the intern will have a chance to build/add a collection of stories and digital assets to showcase as professional writing samples in their portfolio. We are also happy to work with the intern and faculty/advisors for this project to count as college credit(s). Hours are flexible - approximately 10-15 hours per week - starting immediately (February 2025). The intern should be comfortable with conducting in-person, onsite interviews as well as virtual (Zoom or Google Meet) meetings. They should also be open to accepting feedback such as rewrites, edits, and suggestions, to help them hone their skills and become a stronger writer.

Primary Purpose: The Marketing and Communications “*Over 40 Years of Stories*” Project Intern will support FriendshipWorks’ Development and

Communications Team in curating, editing, and publishing creative content for the marketing, public relations, and social media strategies. This communications internship position is focused primarily on interviewing program participants, volunteers, board members, funders/donors, staff and others who have engaged with the FriendshipWorks mission from its early years through today, and compiling narratives to be featured online and in print. Some of the work may involve making onsite visits (Boston area) accompanied by staff to interview participants. The Intern will also record, write, and archive stories, and could potentially use photography/still photos as well as video recording. The Intern will report to Laura Willis, Marketing and Communications Strategist at FriendshipWorks.

Duties and responsibilities include, but are not limited to:

- Working under the direction of the Marketing and Communications Strategist, the Intern will help coordinate and schedule interviews (either in person or virtual) with older adults, volunteers, partners, donors, and other constituents who have engaged with the FriendshipWork mission.
- Document and record all conversations, observations, experiences, quotes and testimonials.
- Draft compelling “*Over 40 Years of Stories*” narratives from interviews that showcase the personal experiences and impact that our organization has had as they reflect on their journeys with our mission.
- Ensure all content is on brand and has been accurately researched and reported, (and to AP conventional standards of journalistic quality and house style).
- Submit all content/profiles/story drafts within established deadlines as directed by the Marketing and Communications Strategist. Make edits and improvements based on corrections, story flow, and rephrasing suggestions from the Director of Development and Communications during the final rounds of revisions.
- Edit and rewrite content pieces for different platform requirements, including website, social media, media pitches, newsletters, and other digital and print products

Qualifications:

- Currently studying marketing, communications, PR, journalism, English, creative writing, or related studies
- Must possess excellent communication and writing skills and be proficient at emotionally resonant storytelling to convey the FriendshipWorks mission.
- Please provide three writing samples that demonstrate your command of language, readability, and versatility of tone, style and voice.
- The Intern should be familiar with different content platforms including blog, social media posts, video script, or email newsletter, and tailor the narratives to fit the medium and engage readers
- Ability to work independently and manage high-detail, deadline-sensitive projects with professional quality - attention to detail and organizational skills a must
- Team player attitude, demonstrated by being flexible and responsible as well as being a self-starter
- Working knowledge of Microsoft Office, including Word, Excel, and PowerPoint
- Being bilingual in Spanish a plus, but not required

Please send a letter of interest and three writing samples to:

Laura Willis at lwillis@fw4elders.org

You are also encouraged to visit fw4elders.org to learn more about the FriendshipWorks mission and the inspiring work you would be doing as a member of our team!

Here's what Ella had to say about her intern experience at FriendshipWorks: *"I wrote multiple stories about the participants, volunteers, and supporters who have been impacted by FriendshipWorks and left their own mark on the organization...I've been so grateful to play a role in celebrating such an important resource in the Boston community! ...As I prepare to graduate, I'm excited to bring the skills that I've sharpened at FriendshipWorks to the beginning of my professional career!"*

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