



Job Title: Web Author Intern
Classification: Exempt
Department: Information Technology
Reports to: Online Manager

Job Summary:

The Web Author Intern assumes a web writing role under the Information Technology team of the Capital Area Food Bank. In coordination with the Capital Area Food Bank's Online Manager, the Web Author Intern will support the organization's web and social media properties with content. The Web Author will also work closely with members of the Communications staff on an as-needed basis.

As the Web Author Intern, you will be responsible for managing your time in accordance with content production deadlines and a content delivery methodology that includes meeting with content contributors, reviewers and publishers. This involves collaboration with other team members in an open office environment and being responsible for driving stories for the CAFB blog and social media posts.

Major Responsibilities/Activities:

- Write web content and social media posts that are engaging, persuasive and clear.
- Work closely with content contributors across departments to flesh out ideas and deliver a story that serves multiple organizational objectives
- Work closely with content reviewers to ensure content is on message with the organization's mission.
- Provide copy-editing and writing support for various memorandums, emails or other web content produced by the IT department, as needed.
- Write social media posts that correspond with content and topics CAFB covers
- Make content strategy recommendations that increases readership and engages audiences
- Leverage CAFB photo resources and creative commons to couple stories with appropriate imagery
- Monitor and report analytical trends for blog and social media content.
- Track blogosphere for pieces mentioning our work, as well as identifying major discussion trends and topics

Minimum Requirements:

- 4 year college degree in related field
- 1-3 years experience in a writing position
- Creative writing experience preferred

Knowledge, Skills, Abilities:

- Strong understanding writing for the web is different from print writing
- Fundamental knowledge of information architecture concepts
- Ability to manage multiple stories in a fast-paced, deadline-driven environment
- Proven ability to build consensus and work effectively within a cross-departmental team
- Basic knowledge of web content search engine optimization
- Prefer candidates with knowledge of HTML and web usability experience.
- Passion, Integrity and Energy!

Work Environment & Reporting:

- Work is part-time 20 hours/week
- Work remotely, with frequent tight deadlines
- Working hours are flexible as long as deadlines are met
- Must attend weekly, bi-weekly, and quarterly content meetings in person
- Telecommuting is encouraged
- This position reports to the Online Manager while working with staff from all departments.

EOE

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***Note:** Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.*