



"...From Surviving To Thriving"

Media and Public Relations Associate

Bridge to Freedom Foundation

<http://www.bridgetofreedomfoundation.org/>

Founded in 2008, Bridge to Freedom Foundation is a nonprofit charitable foundation based in the Washington, D.C. metropolitan area. The mission of Bridge to Freedom Foundation is to enhance the services and opportunities available to survivors of modern slavery. We do so by connecting for-profit corporations, community groups, educational establishments and the general public in the support and development of these victims.

Bridge to Freedom Foundation offers the unique opportunity to launch a new organization. We seek bright, motivated, and socially aware individuals to bring their skills and expertise to our organization. We offer flexible volunteer hours, educational and training opportunities, and the ability to network within D.C.'s nonprofit community.

We currently seek a Media and Public Relations Associate to assist in the general management and organizational development needs of the Foundation.

Position/Title: Media and Public Relations Associate

Goal of Position: To assist in the daily media and public relations activities and organizational development, allowing for individual growth, knowledge and skill development to be attained furthering a career in the human rights field or non-profit management. The Media and Public Relations Associate reports directly to the Executive Director.

The responsibilities of the intern include (but are not limited to):

- Assist in the development of a conclusive and strategic Media and Public Relations Plan
Develop strategic communications initiatives to further BTFF's reputation as a leading modern slavery/anti-trafficking organization.
- Actively source and develop relationships with local and national contacts, in all media forms; Television, Radio, Print and Online.
- Assist with various aspects of BTFF's Social Media Plan, working directly with our Social Media Marketing Associate.
- Work on various aspects and projects under BTFF's Communications Department, working directly with the Fundraising and Marketing Associate, Fundraising and Events Associate and Interns.
- Create and maintain a Media Calendar.

- Manage organizational reputation and image in the press.
- Actively search for speaking engagements and interviews for our Executive Director and Founder.
- Act as an organizational spokesperson for all topics within given responsibility/area.
- Respond to all press and media enquiries. In addition the Media and Public Relations Associate will assist with responding to enquiries regarding our programs, current and upcoming events and activities, as well as general requests by corporate contacts.
- Assisting management and staff in all facets of Media, Public and Corporate Relations, including; developing and maintaining media, press and corporate contacts, writing standard corporate letters and press releases.
- Provide support with: corporate outreach efforts; assist in maintaining specific website and blog content; coordination and logistics.

Desired Qualifications:

- Recent graduate, 1-2+ years of experience preferred.
- Experience developing media and press contacts.
- Experience writing press releases.
- Experience booking interviews and speaking engagements.
- Good writing and speaking skills
- Experience of using contact databases and conducting searches.
- Experience with database development and management.
- Enthusiasm for learning about modern slavery and the workings of a start-up non-profit

Timeframe:

Length of time/duration: Start and end dates are flexible, however a commitment of 3 months is requested.

Estimated hours: Volunteer position hours are flexible and are available on a full or part-time basis; however a minimum of 10 hours per week is suggested.

Scheduling: Scheduling is flexible and may vary based on organizational events and project deadlines.

Training Required: An initial week of training and orientation will be provided in order to acclimate Associates to Bridge to Freedom Foundation's mission, goals and programs, as well as our staff and volunteers.

Location: Our office is located in Fairfax, VA, however it is not required that interns work daily from our office and much of the positions responsibilities and duties can be done virtually. Interns may also be asked to attend workshops, conferences or other offsite meetings and trainings. Time in the office versus virtual office hours will be established on an individual needs basis and may vary weekly.

Benefits: Although positions are unpaid BTFF will provide local transportation costs.

To Apply: Interested applicants should send a cover letter outlining why you would like an internship with BTFF, application form, writing sample and a current resume to Cassandra Clifford at info@btff.org.