



Digital Media Intern

Job Responsibilities

The Digital Media Intern at Ronald McDonald House Charities of Hawaii will work to create and deliver engaging content on behalf of the organization. We are a team of inspired individuals who make a difference in people's lives. Our mission is to provide a home-away-from-home for critically ill children and their families. We are looking for a student who is compassionate and cares about giving back to families. If you are talented, energetic and excited to share in our commitment of building a greater future, Ronald McDonald House Charities® of Hawaii has an internship opportunity for you. The student will work directly under the Public Relations and Marketing Manager.

Job Summary

- Understand appropriate usage and best practice for primary social media platforms including: Facebook, Instagram, Twitter and LinkedIn
- Generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to take action
- Capturing high-quality, creative pictures/videos
- Create editorial calendars for social media
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Work with internal teams to support the development and creation of an overall digital media strategy

Candidate Qualifications

- High levels of energy and passion
- Proficiency in all primary social media platforms including Facebook, Twitter, LinkedIn, and Instagram
- Passion for social media engagement, including understanding of social media standards and etiquette
- Working on a BA degree in Communications/Journalism, Marketing, Video, Business Administration or other related fields
- Strong communication skills, including grammar and spelling, in order to skillfully write creative post copy
- Self-motivation, organizational skills, and ability to manage and complete a variety of tasks on time while achieving results
- Ability to work well in a fast-paced team environment

If you are interested in applying, please email Kiree Higa at kiree@rmhchwaii.org with your resume and any examples of your student work.

About Ronald McDonald House Charities of Hawaii

Ronald McDonald House Charities® of Hawaii, Inc. is a 501(c)(3) non-profit organization providing a home-away-from-home for seriously ill children and their families. For 31 years, the house has provided programs and partnerships aimed at improving the lives of children in Hawaii and the Pacific region. RMHC-HI provides a home for children and families who live on other Hawaiian Islands as well as the Pacific region. For neighbor island families, an ocean literally



separates them from their child's desperately needed medical attention on Oahu. Lengths of stay vary widely at the overnight facilities depending on diagnosis, but generally range from several days to several months. RMHC-HI operates two residential facilities to assist families that have children with serious health conditions. They support those compelled to fly to Oahu for critical medical treatments not available on their home island. The organization keeps families close when they need it the most.