



JOB DESCRIPTION

Job Title: Communications Intern

Reports To: Director of Community Partnership

Duration: Spring Semester 2024

Organization Overview

NAMI North Texas is the local affiliate of NAMI, the largest grassroots mental health organization. NAMI North Texas addresses the unmet needs of individuals living with mental health conditions and their families through advocacy, education, and support. All of our services are cost-free and peer led. Working for NAMI North Texas means not only becoming a leader in the North Texas Mental Health Community but also means joining a family of passionate individuals on a mission.

Position Summary

The Communications Intern plays a pivotal role in supporting the Communications Coordinator at NAMI North Texas, contributing to the success of fundraising initiatives, social media engagement, and external communications. Collaborating closely with the Communications Coordinator and the Director of Community Partnership, this role actively contributes to the development and execution of NAMI North Texas' comprehensive communication strategy. The primary objective is to foster community education and facilitate the overall growth of the organization through strategic and impactful communication efforts.

Responsibilities:

- Collaborate closely with the Communications Coordinator to develop and execute a comprehensive monthly communication strategy aligned with the overall organizational goals.
- This strategy will encompass educational and promotional content covering topics such as mental health conditions, stigma reduction, self-care, intersectional advocacy, and upcoming events.
- Help cultivate and maintain the organization's community voice through engaging social media interactions.
- Assist in the development and curation of multiple newsletters tailored to diverse target populations within our community.

- Effectively communicate fundraising goals across all platforms, devising incentives to showcase how funding is allocated and where community support is needed.
- Collaborate with the Communication Coordinator to monitor and update the website as required.
- Regularly communicate with staff and volunteers on a weekly basis to ensure seamless promotion of programming and events through social media, the website, email, and newsletters
- Undertake additional responsibilities as delegated by the Communications Coordinator to support the overall success of the communication strategy and organizational objectives.

Required Experience & Qualifications:

- Experiences in various social media platform
- Willing to commit to the intern position for the Spring Semester
- Ability to manage multiple projects while responding quickly to emerging opportunities
- A high regard for accountability, outputs, and outcomes
- Attention to detail and ability to be flexible and work well with deadlines
- Comfortable working with sensitive issues and commitment to respecting the confidential nature of the programs and services offered by NAMI North Texas
- Creativity, integrity, initiative, patience, enthusiasm and professionalism
- Excellent written and verbal communication skills and ability to work in a team environment

Preferred Qualifications:

- Marketing/Communication experience
- Currently pursuing or hold a bachelor's (or equivalent) degree in marketing or a related field
- Bilingual in Spanish and English
- Familiar with NAMI's mission and programs and/or active in the mental health community.