



## **Digital Media Intern Internship-Ronald McDonald House Charities of Hawaii**

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 seriously ill children and their families, and to develop other programs and partnerships aimed at improving the lives of children in Hawaii and the Pacific. We are looking to reinforce our team with a student who cares, can take initiative, and prepared to do a lot of good. 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.

### **Job Summary**

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.

- 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.

### **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



**Ronald McDonald  
House Charities®**  
Hawaii

- Strong communication skills, including grammar and spelling, in order to skillfully write creativepost 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

#### **Requirements**

- Reliable computer and internet access, for virtual or hybrid only.
- Proof of current and completed COVID-19 vaccination.

**For consideration please submit your resume to:**

**Kiree Higa**  
**Volunteer Services Manager**  
**[kiree@rmhchawaii.org](mailto:kiree@rmhchawaii.org)**