**Umi Feeds: Communications Internship**

UMI Feeds <https://umifeeds.org> was founded in 2016 in Atlanta, by Erica “Umi” Clahar.

Umi Feeds began organically. While volunteering at a local event Umi noticed there was excess food to be discarded when just a short distance away there were men and women in a park experiencing homelessness and struggling with hunger.  Instantly making the connection between excess food and those in need.

What started as a concern for reducing food waste has grown into a continuous and concerted effort to divert food waste and redistribute it to those who are hungry, homeless, and food insecure.

About the founder: Growing up as a youth in Queens, NY, I volunteered with my Aunt Nadia, who was also affectionately called Ummi.  With her, I helped prepare small meals that we took to Manhattan to feed the homeless. Those events with my aunt sparked the awakening of my social awareness concerning hunger, homelessness, and the needs of others.

To date, we’ve served over 40,000 meals and counting to homeless men and women in Atlanta, Brooklyn, Miami, and Hattiesburg, Mississippi.  In addition to serving meals, Umi Feeds has also provided coats, blankets, hygiene kits, yoga, and barber services, and promote literacy through providing books, as well as an annual holiday event with Toys for Tots serving children and families.  Expanding on food insecurity, in 2018, I joined the City of Atlanta's Office of Resilience Urban Grow-A-Lot program to launch Whitehall Terrace Community Garden, a pantry garden. Through this program we are growing a more resilient, equitable, and accessible food system, in Mechanicsville, thereby eliminating the need to travel outside the community for fresh, healthy, and whole foods.

**The Communications Intern** will manage the use of Umi Feeds digital platforms, including the website, social media accounts, email, and other dissemination tools. This person will publish and promote marketing, editorial, and fundraising content/campaigns on umifeeds.org and across social media.  
The ideal candidate will have strong aesthetic instincts for digital layouts and publishing, an exceptional eye for detail; a keen understanding of major social media platforms’ tools and different uses; and a passion for digital strategy, results, and analytics.

This person must be self-motivated, flexible, and fully supportive of the mission of Umi Feeds.

**JOB DUTIES**

* Publish various digital content with a focus on producing engaging content that is visually appealing and provides an overall rich experience for donors and visitors. Manage all posting to ensure content is on-brand and search- and social-optimized.
* Produce all email campaigns.
* Lead digital execution of fundraising and engagement campaigns across email, website, and social media.
* Own and execute social media strategy across channels as the primary drivers of Umi Feeds’ messages, appeals, and website traffic—and critical platforms for building brand and issue awareness.
* Develop and execute social media campaigns for key days, themes, and priority upcoming content.
* Create content for social media accounts and post regularly on each account.
* Manage social ad campaigns and other promotions; track and share results for continuous improvement to targeting and segments.
* Promote new content, key pages, and calls to action across channels. Position content to target different segments and fit the format and publishing requirements of each platform
* Contribute to overall digital content strategy and inform calendar of upcoming topics, news, milestones, and external opportunities to guide content planning.
* Create and update marketing materials and documents in support of fundraising, donor stewardship, and programs.

**SKILLS REQUIRED**

* Experience publishing content on WordPress or willingness to learn.
* Able to work well independently, handle multiple assignments, and meet deadlines.
* Must be a strong communicator, and have excellent written, presentation, oral communication, and interpersonal skills.
* Must be a creative and strategic thinker with good judgment and the ability to make independent decisions in a changing environment.
* Attention to detail and problem-solving skills.
* Ability to manage time, and deliverables and meet deadlines.
* Software Skills Desired – WordPress; MailChimp; Working knowledge of Microsoft Office.

Please submit a resume, and letter of interest (in Word or PDF), to [umifeeds@gmail.com](mailto:umifeeds@gmail.com) with the subject line “Communications Interns”

***This internship is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. The student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of $1,500 which will be paid over the 10 weeks of the internship. Students are expected to work 10 hours a week on average. Students need to be eligible for campus employment. ILSI will handle onboarding and biweekly payments and Fellows are expected to complete a blog post about their internship experience and participate in one Fellowship event with ILSI.***