



Midwifing safe, quality, loving care

## **BIRTH DETROIT SOCIAL MEDIA INTERN**

The mission of [Birth Detroit](#) is to midwife safe, quality, loving care through pregnancy, birth, and beyond. We are a team of birth workers, birth advocates and public health leaders working together to open Detroit's first freestanding birth center. Now a legally established 501c3 nonprofit organization, Birth Detroit opened its first community midwifery clinic Birth Detroit Care in fall 2020 and continues to fundraise for the birth center to open in 2021. The Social Media Intern will assist with online content creation, publishing and engagement, as part of the overall community engagement strategy to support Birth Detroit's mission and vision.

### Responsibilities

- Work closely and effectively with Birth Detroit ENGAGE work group co-leads and consultants to create graphics and publish social media content throughout various social channels, such as Facebook, Instagram, Twitter, YouTube, LinkedIn.
- Help create and organize cross-strategy content (MIDWIFE, ADVOCATE, DEVELOP, ENAGE), guided by social media strategy and editorial calendar to promote Birth Detroit Care, virtual childbirth education, fundraising, events and initiatives.
- Engage and grow Birth Detroit online community of families, donors, volunteers, birth worker colleagues, organizational partners, local and national supporters, by interacting, communicating and answering questions through Birth Detroit social pages.
- Monitor postings to ensure messages and images are consistent with Birth Detroit mission, vision, and values.
- Monitor Birth Detroit mentions both positive and negative.
- Assist in social media for fundraising and development, including 2021 capital campaign.
- Conduct research on birth center and birth worker social media channels, ads, targeting tools and best practices, with emphasis on engaging Black, Indigenous and birthing persons of color.
- Develop and compile monthly reports on social media engagement goals, metrics, needs and recommendations.

### Qualifications:

- Current college student or graduate studying graphic design, marketing or a related field.
- Experience with creative software, Hootsuite and social media management tools. ●

Access to creative design software, including Adobe Creative Suite.

- Strong written and verbal communications skills.
- Driven individual and hard worker dedicated to delivering great work.
- Understanding and appreciation of social media as a tool for social justice organizing and community engagement.
- Ability to work approximately 10 hours per week for a minimum of 3 months. Hours are negotiable.

The ideal candidate is/has:

- proficient in social media management platforms and technology.
- proficient creative software and computer skills.
- detail-oriented and works to ensure well-organized communications and processes.
- a genuine desire to build an authentic and engaging online community, and to support birthing families.
- skilled at independent problem solving and communicating emergent issues in a timely manner.
- ability to organize details, set priorities, and meet deadlines.
- friendly, outgoing personality with strong interpersonal skills.
- able to work independently and remotely, and effectively manage expectations to achieve established goals.
- able to work well in a small team.
- interest in and commitment to Birth Detroit mission, vision, and values.
- understanding and respect for the role of Black-led maternal health organizations in birth justice.
- willingness to grow and learn with birth center start-up organization development.

Compensation

**The is a volunteer intern position.**

Verification for college or university credit or monthly stipend possible.

### To Apply

To apply, send a resume, cover letter and samples of your work (portfolio or published links) to [info@birthdetroit.com](mailto:info@birthdetroit.com) by February 5, 2021.

### Values Statement

The mission of [Birth Detroit](#) is to midwife safe, quality, loving care through pregnancy, birth, and beyond. We dream of a world where birth is safe, sacred, loving and celebrated for everyone. Birth Detroit's core values are safety, love, trust and justice. Safety is the foundation of Birth Detroit. We know birth center care improves outcomes and enhances the birth experience. All families should have access to a full range of safe birth options (birth center, home, and hospital). Love is the spirit of Birth Detroit. We lead with love. Our care for families is grounded in dignity, respect and a belief in the inherent value of all people. Trust is the heart of Birth Detroit. We listen to and believe our families and understand cultivating trust is essential so families can thrive. Justice is the root of Birth Detroit. We lift up reproductive justice, which is defined by SisterSong as "the human right to maintain personal bodily autonomy, have children, not have children, and parent the children we have in safe and sustainable communities."