



## Position Description

### STORY GATHERING INTERN

#### **About Appalachia Service Project (ASP)**

Appalachia Service Project, Inc. (ASP) is a Christian ministry, open to all people, that inspires hope and service through volunteer home repair and replacement in Central Appalachia. ASP is a non-profit 501(c)(3) organization. Using the skills and efforts of thousands of volunteers, ASP provides home repair and replacement to low-income families in Central Appalachia.

ASP staff have a personal commitment to Christian faith and service to others. In a spirit of Christian love and service, ASP accepts people right where they are, just the way they are.

#### **Position Overview**

The Story Gathering Intern(s) will be primarily responsible for capturing, through written word, photo, and video, stories of the variety of people connected to ASP. Each summer the intern will travel throughout ASP's service area, interviewing homeowners, volunteers, staffers, and community members. These interviews will be turned into weekly content for ASP's social media, fundraising materials, blogs, mobile app, and more. This position will work closely with various members of the Advancement team, and will directly report to the Marketing and Communications Manager.

#### **Key Responsibilities**

During the summer, the Story Gathering Intern(s) will be expected to:

- Travel throughout ASP's service area, meeting with homeowners, volunteers, staff and community members to collect stories for Advancement to draw advertisement, fundraising, PR, marketing, and social media material from throughout future years.
- Capture high quality photos and real-time videos to document and report compelling narratives about the work ASP is doing across our service area.
- Produce content specifically for social media based on content schedule provided and as requested. Maintain Instagram Stories and post directly to Twitter while in the field, posting every day while on worksites and in centers. Other content should be sent to ASP HQ for scheduling and editing.
- Create content for the ASP blog throughout the summer; this should be posted once a week, documenting the Story Gathering Intern's travels, the people he/she meets, and stories heard. These blogs should promote the central ideas of ASP and shed light to all aspects, including those not discussed much in our other campaigns. Examples from past years can be found at [ASPHome.org/Blog](http://ASPHome.org/Blog)
- Capture and write email content for ASP's fundraising app 'Viewspark' through bi-weekly posts that feature authentic, real-time content based on the provided strategy outline

- Encourage use of hashtags in field (including #ASPhome #ASPCounty), encourage photo competition submissions, and approach individuals about sharing their story with us through blog posts, social media, or other mediums

### **Key Competencies**

- High school graduate, with one year college education or work experience equivalent
- Education in Communication related field preferred
- Previous knowledge of ASP's mission through staff or volunteer experience preferred
- Excellent social skills including the ability to relate in a positive manner with all cultures and socio-economic audiences
- Excellent oral and written communication skills required
- A good listener and thoughtful communicator who enjoys building relationships through conversations and written communication
- Highly proficient in social media management, photography, or videography
- Highly organized with excellent follow up skills
- Desire to serve others by working within a Christian organization
- Ability to manage multiple projects at the same time and meet deadlines
- Proficiency in use of Microsoft Office suite of programs
- Ability to travel up to 90%

### **To Apply**

Please submit a resume, cover letter and writing sample to [Cara.Schoettes@ASPhome.org](mailto:Cara.Schoettes@ASPhome.org) by March 1, 2020 to be considered.