



# DALAI LAMA FELLOWS

## Marketing & Social Media Intern – SAN FRANCISCO, CA

### THE ORGANIZATION:

Dalai Lama Fellows, founded in 2010 with the authorization and personal support of the Fourteenth Dalai Lama, is **Reimagining Leadership** by cultivating and supporting a global movement of next generation leaders applying universal values to solve global challenges. To date, we have selected more than 100 Fellows, representing 25 nationalities, and they have worked in 29 countries. More than half of the Fellows are women. Dalai Lama Fellows is part of a broader global movement at the intersection of mindfulness and social justice.

Learn more about our work and new programs here: <http://www.dalailamafellows.org/>.

### THE POSITION:

We are looking for a Marketing & Social Media Intern to join our team. If you want to be part of a global community of young social innovators and consider yourself a social media pro, we invite you to join us. The ideal candidate is available 15-20 hours/week for 3-6 months. Our intern is encouraged to work in our San Francisco office in the beautiful Presidio.

As a Marketing & Social Media Intern, you will report to our Communications Manager and will:

- Represent the voice of Dalai Lama Fellows across online channels
- Curate and post daily content on Facebook and Twitter that aligns with our brand and elaborates on our program, curriculum, and core values
- Play a key role in deepening engagement on other social media channels like YouTube, LinkedIn, and Instagram
- Work with DLF staff to drive engagement, foster online conversations, and inspire people to join our online community and attend our programs
- Report on social media stats and impact, tracking online engagement of all campaigns
- Provide support on additional marketing and communications projects as needed

### REQUIREMENTS:

- Professional/internship experience in social media marketing, ideally in a nonprofit environment
- Academic/professional background in journalism, media, communications, business and/or marketing
- Minimum of two years of college experience
- Excellent communication (written and oral), analytical, interpersonal and problem-solving skills

- Highly organized, ability to manage time and prioritize tasks with minimal supervision
- Experience working in Canva and Hootsuite is a plus!

**PERSONAL CHARACTERISTICS:**

- You care deeply about creating meaningful, positive change in the world
- You take direction well and propose your own ideas
- You are positive, energetic, and highly motivated
- You enjoy working in a collaborative, team-oriented environment

**TO APPLY:**

- Create a 90 second video on why you would be perfect for this role
- Send your video, Twitter handle, resume, and tailored cover letter to:

Rachel Schneider, Communications Manager  
rschneider@dalailamafellows.org

**Application Deadline: Friday, February 17**

Early applications are encouraged! This is a volunteer position and academic credit is available.