

Omega Psi Phi Fraternity, Inc.
T.M. Harris Internship Program - Job Description



Job Title: Summer Intern

Department: International Headquarters, Atlanta, GA

Reports To: Brand & Media Director

About the T.M. Harris Internship Program....

This role will report to the Brand & Media Director and support the Executive Director. To meet the expectation in this role you should have a detailed understanding of the top social media platforms and possess some additional skills in at least one discipline of content development, graphic design, video and audio editing. The culture of the International Headquarters is a leadership-enriched culture. Our core principles as a staff team are professionalism, accountability, consistency, collaboration and structure. Our interns are tasked with real, meaningful projects and responsibilities aimed at helping build both the Omega Psi Phi Fraternity and the skillset of the intern.

What you'll do....

- Work directly with the Brand & Media Director to develop a social media strategy and content calendar.
- Gather and edit digital assets for use on social platforms.
- Develop and execute social media posts.
- Track social media engagement to identify high-performing posts.
- Conduct research and partake in the enhancement of website optimization.
- Brainstorm and develop new strategies to increase social media engagement.
- Curate user-generated content.
- Assist in the creation of off and online campaigns and promotions.
- Perform other assignments as assigned by the Brand & Media Director.

What you'll bring...

- Enthusiasm for sharing the Good works of Omega Psi Phi Fraternity, Inc.
- Degree or pursuit of degree in Marketing or Communications, or another relevant field
- Excellent knowledge of social media platforms
- Experience creating social media content calendars
- Proactive, entrepreneurial approach

- Creative mindset
- Strong written and verbal communications skills

You must...

- Be a **current student** enrolled at a college or university pursuing an **undergraduate** degree during the length of the program
- Be a **Brother in Good Standing** with the Fraternity.
- Be **available to start June 15th**, but open to starting sooner
- Be able to work in this role a **minimum 15 hours** per week
- Be able to **work remotely** with weekly zoom calls.
- Possess **good time management** skills.
- Be **dependable**.
- Be **self-motivated**.
- Be **adaptable/flexible** – enjoy doing work that requires frequent shifts in direction.
- Be **autonomous/independent/collaborative** -- enjoys working with little direction.
- Have **excellent interpersonal skills** and great **attention to detail**.

Please Remember....

- This is an unpaid internship.
- Stipend offered at successful completion of program**
- **Interns must be available to work for the entire length of the program.
- Fully Remote - All meetings will be held via phone or video conferencing.
- Minimum work hours per week: 15 hours.
- Internship program is for 8 weeks.
- Graduate students are not eligible to apply.

To Apply....

All candidates must submit an application and upload a resume (PDF preferred) to the form available at <https://www.opf.org/tmharrisinternship>. **Deadline to Apply: June 7, 2021**

About T.M. Harris

Thomas McKinley Harris was a graduate of the Philadelphia Academy of Fine Arts, while engaged as an

art teacher at the A. & I. State Normal School, Nashville, Tennessee, became a member of the Delta Chapter. Bro. Harris lived a strenuous life, and seemed to be interested in everything that was worth while. It is said, that His enthusiasm was contagious. Brother Harris loved his work, and his happiest hours were spent in his studio where he prepared his many artistic productions. The early (circa 1922) covers of our fraternal news organ, "The Oracle" is a fitting example of his rare ability as a designer. He had planned to give us a different cover design for each issue of "The Oracle," but his great ambition was consecrated in the last brush strokes which fashioned the Convention Number. Source: Oracle. May 5, 1922

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