



POSITION: Social Media Intern

CLASSIFICATION: Course-Credit Internship

REPORTS TO: Director of Marketing and Communications

COMPENSATION: N/A; Course-Credit Only

SCHEDULE: Flexible hours - to be determined, approximately 20-25 hours per week

START DATE: Flexible; Year-Round Need

LOCATION: El Monte & Hawthorne Warehouses

ORGANIZATIONAL MISSION

A Sense of Home strives to prevent homelessness by creating homes and an ongoing community of care for displaced persons.

WHY WE EXIST

At the moment of displacement an individual or family is at greatest risk of homelessness. We understand that to create a sense of home and sense of community is the most critical step towards preventing homelessness.

The cycle of homelessness begins after an individual or family abruptly loses their home. By providing furniture and home goods with the support of a community of volunteers, A Sense of Home provides the necessary foundation needed for a family or an individual to rebuild their lives and improve outcomes for themselves and those around them.



WHO WE SERVE

Former Foster Youth: 50% of the homeless population spent time in foster care and most young people that enter the foster care system are not adopted. At age 18 or 21, they leave the system without family or community and find themselves displaced. A former foster youth might be able to secure a housing voucher and a rental apartment but they have absolutely no means to secure the furniture and home goods to make it their home.

Disaster Recovery: Over 11 million Americans are displaced by natural disasters in a single year. If trends continue, 1.2 billion people globally could be displaced due to disasters by 2050. The cycle of homelessness begins directly after displacement. Survivors of natural disasters will increasingly stream into homeless populations. After responding to the LA Fires with such speed and innovation by creating the new Disaster Recovery Program, ASOH will bring this program to NY in readiness for when disaster strikes on the East Coast.

Additional programs will be launched in the coming years to support other displaced individuals and families such as women escaping domestic violence and human trafficking.

HISTORY

A Sense of Home was founded in 2014 by Georgie Smith and Melissa Goddard after a random act of kindness. They created a home for a 21-year-old young man who was released from the foster care system into a subsidized apartment with no furnishings and only a trash bag with his personal belongings. Smith's reaction to this young man's cry for help was to create a home using secondhand furniture. What she thought was a one-off random act of kindness became a weekly ritual of community members renting trucks to collect donated furniture and home goods and creating up to four homes every Sunday. By October 2015, Smith formed a board and by March 2016, A Sense of Home was officially born. As of today, A Sense of Home has created 1,100 + homes for former foster youth placing over 3000 young people in beds.



Since launching the Disaster Recovery Program in March, 2025, ASOH has created over 300 homes for 1200 individuals.

After the transformation of thousands of lives — testing and honing the model within the greater Los Angeles area, the homeless prevention model pioneered by A Sense of Home is now expanding to major cities both in the US and internationally.

A UNIQUE SPACE AND OPPORTUNITY FOR LEARNING AND HEALING FOR ALL

We are committed to action for impact and won't stop learning, listening, growing and serving. We are committed to evolving our work and model to ensuring we always:

- Evolve how we achieve our goals and deepen the impact
- Listen to those we serve
- Partner with organizations that uplift marginalized communities
- Find and implement new tools in our programs that overcome unique barriers to healing
- Amplify more BIPOC (Black, Indigenous and People of Color) voices
- Ensure a safe, inclusive, diverse workplace for employees, volunteers, donors, and those we serve
- Integrate social justice and public health scholars in the development of our organization

ABOUT THE POSITION

ASOH is in its growth phase, with plans to expand both regionally and nationally. The **Social Media Intern** will be instrumental in amplifying ASOH's mission and impact through compelling digital storytelling. The Social Media Intern, directly reporting to the Director of Marketing and Communications, will be responsible for creating engaging visual content, producing and editing video and photo



content, and managing ASOH's social media presence across platforms, including Instagram and TikTok.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The **Social Media Intern** is responsible for creating compelling visual content that tells ASOH's story, managing social media accounts, and engaging with our online community. This role will capture authentic moments at events, create polished content for digital platforms, and help grow ASOH's online presence and engagement. More specifically, the **Social Media Intern** will be responsible for:

- Shooting photo and video content at ASOH events, home creations, and organizational activities
- Creating engaging, mission-driven content for Instagram, TikTok, and other social media platforms
- Editing photos and videos using industry-standard software and mobile editing applications
- Managing day-to-day social media posting, scheduling, and community engagement
- Responding to comments, messages, and engaging with followers in a timely and authentic manner
- Developing and maintaining a content calendar in collaboration with the Director of Marketing and Communications
- Staying current with social media trends, particularly on Instagram and TikTok, and adapting content strategies accordingly
- Tracking social media analytics and reporting on content performance and engagement metrics
- Brainstorming creative content ideas that align with ASOH's mission and values
- Capturing behind-the-scenes moments that showcase the impact of ASOH's work
- Creating Instagram Reels, TikTok videos, Stories, and static posts



- Ensuring all content adheres to brand guidelines and maintains a consistent visual identity
- Collaborating with staff, volunteers, and youth served (with appropriate permissions) to tell authentic stories
- Attending events and home creations to document ASOH's impact in real-time
- Assisting with other marketing and communications projects as needed

Other duties and responsibilities may be added, deleted, modified or changed at any time at the organization's discretion. Changes may be made formally, informally either verbally or in writing.

EDUCATION/EXPERIENCE

Currently enrolled in or recent graduate of a program in Marketing, Communications, Digital Media, Film Production, Journalism, or related field preferred. Experience managing social media accounts (personal, student organization, or professional). Strong portfolio demonstrating content creation skills, video editing, and photography. Proficiency in social media platforms, particularly Instagram and TikTok. Experience with photo and video editing software (Adobe Creative Suite, CapCut, or similar tools).

ESSENTIAL JOB FUNCTIONS

- Working with mobile devices, cameras, video equipment, and editing software
- Creating and editing visual content (photos and videos)
- Managing multiple social media platforms simultaneously
- Communicating with persons outside the organization, supervisors, peers, volunteers, and online community members
- Organizing, planning, and prioritizing content calendars
- Thinking creatively and staying current with digital trends



- Updating and using relevant knowledge of social media best practices
- Making decisions about content strategy and timing
- Processing information and analyzing social media metrics
- Working directly with staff, volunteers, and occasionally youth served
- Establishing and maintaining online community relationships
- Judging the quality and appropriateness of content
- Performing administrative activities related to content scheduling
- Documenting/recording organizational activities and events
- Evaluating content performance to determine effectiveness

WORK ENVIRONMENT

- **Technology** - Requires comfort using smartphones, cameras, computers, and various social media and editing platforms
- **Creativity** - Requires thinking innovatively and adapting to rapidly changing digital trends
- **Flexibility** - May require occasional evening or weekend hours to attend events or capture time-sensitive content
- **Independence** - Requires self-motivation and ability to work independently while meeting deadlines
- **Collaboration** - Requires working closely with the marketing and communications team and coordinating with other departments
- **Sensitivity** - Requires handling stories with care, respect, and appropriate permissions, particularly when working with vulnerable populations
- **Fast-paced** - Requires managing multiple projects simultaneously and adapting quickly to changing priorities
- **Detail-oriented** - Requires attention to detail in editing, brand consistency, and messaging

WORK SETTING

Work Setting - Hybrid position requiring both remote work and on-site presence. Work is performed at ASOH offices, warehouse, events, and home creation sites throughout LA County. Requires the ability to travel to various locations to



capture content, attend events, and document organizational activities. May require occasional evening or weekend availability for special events.

TO APPLY

Please send a cover letter and your resume to Rayyan Umrani, ASOH Director of Marketing & Communications, via rayyan@asenseofhome.org referencing your Capstone or Service-Learning Course, ideal start/end date, and ideal hybrid schedule.

Thank you for your interest in interning with ASOH! Learn more about us via www.asenseofhome.org or follow us @asenseofhomeorg.

DIVERSITY EQUITY AND INCLUSION

ASOH is committed to diversity, equity, and inclusion and strongly encourages people of color, women, LGBTQ+ individuals, and those with protected class backgrounds to apply. We value the individuals that we hire and look forward to creating a positive work environment for all identities.

OUR COMMITMENT

We are committed to not only provide a diverse and inclusive workplace, but we value the health and wellbeing of our team members. We also believe in providing a workplace that fosters advancement and professional development for all employees, conducting our day-to-day business practices accordingly.

ACKNOWLEDGEMENT

I understand that this is an unpaid internship. No wages or benefits will be provided and there is no promise or guarantee of employment at the conclusion of the internship. I further understand that this internship is



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educational in nature and is designed to provide training and experience similar to what would be given in an educational environment, and that I will receive training, mentorship, and learning opportunities that align with my academic or career interests. I further understand that interns are not considered employees and are not entitled to wages for time spent in the internship, that interns will not perform work that would typically be completed by paid staff and interns will not displace regular employees and will work under close supervision of existing staff. I also understand that this internship may be eligible for academic credit depending on my school's requirements, and that it is my responsibility to arrange credit with my educational institution.

I further understand that as an unpaid intern with a nonprofit public benefit organization, I am serving in a voluntary capacity and may end my participation at any time. I understand that I am not eligible for employee benefits, including but not limited to health insurance, workers' compensation, unemployment insurance, or paid time off. I also understand that hours are flexible and scheduled to support my academic commitments and learning goals and participation in this internship is at-will and may be terminated by either the intern or A Sense of Home at any time.