



Social Media Internship

Ronald McDonald House Charities of South Florida

Miami, FL | Part-Time | Unpaid Internship

About RMHC South Florida

Ronald McDonald House Charities of South Florida keeps families close to the medical care their children need by providing a “home away from home” filled with comfort, support, and community. Our social media and digital storytelling play a critical role in raising awareness, engaging supporters, and sharing the impact of our mission.

Internship Purpose

The Social Media Intern will support the Development team by helping create engaging, mission-focused content across RMHC South Florida’s digital platforms. This role offers hands-on experience in nonprofit marketing, content creation, community engagement, and digital storytelling.

This is an **unpaid internship** intended for students seeking to build their portfolios and gain real-world experience in nonprofit communications and social media.

Key Responsibilities

Content Creation & Social Media

- Assist in developing social media content for Instagram, Facebook, LinkedIn, TikTok and X.
- Draft captions aligned with RMHC South Florida’s brand voice.
- Capture and edit photos and short videos of House activities, volunteers, donors, and events.
- Help create simple branded graphics using Canva.
- Support monthly social media calendar planning.



Storytelling & Mission Awareness

- Assist in collecting family stories (interviews, quotes, photos).
- Draft mission-focused posts that highlight families, volunteers, donors, and House happenings.
- Support special campaigns, impact posts, newsletters, and seasonal content.

Digital Engagement

- Monitor engagement and identify opportunities to grow our online presence.
- Research current social media trends and nonprofit best practices.

Event & On-Site Support

- Capture content at community events, volunteer groups, donor check presentations, and House celebrations.
- Assist with small administrative tasks related to digital files, content organization, and event prep.

Qualifications

- Currently enrolled in a college/university program (Marketing, Communications, Public Relations, Digital Media, or related field preferred).
- Must have a valid driver's license to attend in-person for content capture and events.
- Strong writing skills and attention to detail.
- Familiarity with major social media platforms (IG, FB, X, TikTok, LinkedIn).
- Experience with Canva or willingness to learn.
- Photography/videography skills a plus.
- Friendly, reliable, organized, and able to work with compassion around families.
- Ability to work independently and collaboratively.
- Spanish-speaking is a plus.



Time Commitment

- 8–12 hours per week
- Must have a flexible schedule to attend events (you will be notified in advance).
- Commitment to a full semester, Spring, Summer, or Fall.

Learning Outcomes

- Develop mission-focused content for multiple platforms. (Instagram, Facebook, LinkedIn, TikTok, and X).
- Strengthen written communication skills by drafting captions and storytelling posts aligned with RMHC South Florida's brand voice.
- Build content creation skills through capturing and editing photos and short-form videos for nonprofit storytelling.
- Use Canva to design simple branded graphics and visual assets for campaigns and posts.
- Gain experience in digital strategy by supporting monthly social media calendar planning and identifying trends to increase engagement.

Mentorship

The student will be mentored by Nicole Munoz, Development Manager, who will provide guidance, weekly check-ins, feedback on content, and supervision throughout the semester.

How to Apply

Interested candidates should submit:

- Resume
- Short statement of interest or cover letter
- 1–3 writing or content samples

Send materials to:

Nicole Munoz

Development Manager

nicole@rmhcsouthflorida.org