

Communication Internship Agreement

Organization Overview

Pride Toronto is a registered not-for-profit organization that exists to celebrate the history, courage, diversity, and future of our communities, whose mission is to hold an international celebration incorporating activism, education and culture of global communities. One of the premiere arts and cultural events in Canada, and the largest pride celebration in North America, Pride Toronto's Pride Month takes place each year during in June. Pride Toronto is a volunteer-driven organization, with 150 year-round volunteers that produce the festival in conjunction with full-time staff. During the festival weekend at the end of June, over 1,500 volunteer shifts are required in order to efficiently run the event.

Position Overview

The role of the Communication Intern (CI) will be to assist the Communications Manager (CM) in revising and developing processes and best practices, developing and executing social media content strategy, consolidating and cataloguing media coverage and assets and additional tasks as required. The position will provide hands-on experience in the following areas: strategic communication planning, policy development, media production, project management. The CI may be required to assist other Pride Toronto staff members in areas of public relations, event planning and logistics.

The internship will be part-time with an expected 16 – 24 hours/week (or otherwise determined by the Communication Manager and Intern). The CI is expected to be available and work out of the Pride Office, 55 Berkeley St. during business hours, 9 AM - 5 PM, unless otherwise communicated and agreed upon with the Communication Manager. The CI's schedule will be discussed and agreed upon by the Communication Manager and Communication Intern.

The Communication Intern is expected to bring their personal computer to be used during work hours. Should this not be possible, a desktop computer may be provided. Should the CI be required to attend a meeting, fair or complete off-site duties during work hours, transportation will be compensated at the discretion of the Communication Manager.

Overview of Responsibilities

- Report directly to the Communication Manager
- Complete between 16-24 hours of work per week
- Conduct research and draft documents outlining social and traditional media best practices which would be appropriate for implementation by Pride Toronto.
- Assist in creating and/or revising Pride Toronto's social media and communications policies.
- Develop newsletter templates for internal and external communication with staff, volunteers, members and other stakeholders
- Recommend and assist with membership communication strategy
- Create a clippings book for the 2017-2018 year
- Create a general critical path outlining major predictable and repeating communication milestones to guide the communication teams leading up to, during and post-festival.
- Write / Edit and curate copy and secondary content for Pride Toronto social media channels
- Attend meetings with team leads and staff as required
- Manage and update pages on Pride Toronto's website
- Additional tasks as required by the Communication Manager or other staff members.