



## Recovery Café Lafayette

### Marketing and Social Media Internship Description

#### **About the Program:**

Recovery Café Lafayette is a membership-based peer recovery support program founded on the certain belief that every human being is worthy of love and connection regardless of past trauma, mental and emotional anguish, addictive behaviors or mistakes made. Recovery Café Lafayette is an initiative of We Bloom, a nonprofit organization inspired by the belief that every member of a community can thrive when given access to resources and knowledge, adapted to their environment. Our goal at the Recovery Café Lafayette is to create a loving community in which our members gain access to resources, peer support, education, and learn to connect with the love of themselves and others. Through our work, we prevent individuals from another potentially life-ending crisis, saving taxpayer money in emergency intervention to help them stabilize, and allowing mental health and addiction support professionals to focus on health maintenance and substance use prevention.

To learn more please visit our website at [www.recoverycafeflafayette.org](http://www.recoverycafeflafayette.org) and follow us on Facebook at Recovery Café Lafayette.

#### **Roles and Responsibilities:**

At this stage in the development of Recovery Café Lafayette, we are seeking to create broad community awareness on the realities and solutions to the drowning epidemic and mental health crises. The responsibilities of the internship would include the following:

##### **Primary:**

- Create a Social Media strategy for We Bloom
  - Facebook and website as initial platforms of focus
  - Explore the use of Twitter, Instagram, LinkedIn and blogging as part of social media strategy
- Draft monthly/quarterly newsletters for We Bloom friends and supporters
- Cultivate and enhance community relationships to increase awareness of We Bloom and associated causes
  - Conduct informal meetings to share information locally
  - Research and recommend potential venues for friend-raising events and activates
  - Identify potential in-kind donations for events
- Develop PPT presentation on project experience and outcomes to provide for network of friends, family and colleagues (include photos, videos, etc)
- Other projects based on the interest and availability of the Intern
- Participate in weekly supervision meetings via Skype/FaceTime and/or in person.
- Submit weekly report identifying project updates and goals

#### **Hours and Schedule:**

- *Hours:* the initial commitment for the internship is 8-10 hours a week for 3-4 months – flexibility can be granted depending on the needs and interests of the individual intern as aligned to the needs of We Bloom.
- *Schedule:* interns will be required to meet for 1-hour of supervision each week either in person or by video. Interns are required to serve in the physical café space at a minimum of 4 hours weekly. Other work hours will be independent and up to the intern. Meetings with outside vendors, supporters, etc will also be scheduled regularly throughout the internship.

### **Benefits for Intern:**

At this time, Recovery Café Lafayette's internship are unpaid, however, there are several other benefits offered to our intern team members including:

- *Intern orientation* – interns will receive training on expectations for professional behavior including communication, meeting deadlines, timeliness, attire, etc.
- *Professional development* – on a monthly basis, the co-founder will offer a workshop on a professional development topic of choice (she worked in and ran a career center for several years previously); these topics might include choosing your career path, resumes, cover letters, networking, interviewing, graduate school, etc. ***Interns will be provided up to \$300 support for participation in relevant professional development events/trainings.***
- *Networking opportunities* – through meeting with community members to cultivate support, the interns will expand their own network of possible employers and key professional contacts for their own career planning. This may happen through events, conferences and 1-1 meetings.
- *Public Health Impacts* – mental health is a major public health issue both locally and globally. By interning with Recovery Café Lafayette and We Bloom, you will be empowered to make a meaningful difference in the lives of people all over the world through promoting life skills and healthy living in these two specific areas.
- *Global Impact* – because We Bloom is not only focused here locally in Indiana, but also in Vietnam (and potentially other countries), the intern will have exposure to international development work, and access to a large network of contacts for potential sightseeing, volunteering, working, etc abroad.

### **Qualifications:**

Recovery Café Lafayette is seeking an enthusiastic and self-motivated intern who is passionate about saving lives and improving mental health in developing countries. The support of this intern will lay a critical foundation to sustainable support for We Bloom, and thus has the potential for significant impact in Vietnam (and other countries). Specific qualifications include:

- Junior or Senior level status earning a Bachelor's degree or a graduate-level student
- Demonstrated excellence in written and verbal communication
- Creative communication skills in the areas of social media (Facebook, Twitter, etc)
- Commitment/passion for public health issues locally and internationally
- Possess the following qualities: self-motivated, work independently, dependable, open to learning and feedback
- Note: this is an unpaid internship – earning academic credit is not necessary but can be supported

### **Application Instructions:**

Please submit your application including your resume, cover letter and references to Alynna Nguyen at [alynna.nguyen@webloom.org](mailto:alynna.nguyen@webloom.org). Selected candidates will be contacted for an interview with the Recovery Café Lafayette team.