



2017 Shell Summer Internship Program Communications & Community Outreach Intern

INFORMATION

Organization Name: Bo's Place

Location: 10050 Buffalo Speedway, Houston, TX 77054

Website: <http://www.bosplace.org>

Mission: Bo's Place exists to enhance the lives of those who have experienced the death of a loved one. Bo's Place programs are based on the belief that sharing experiences with others in grief helps individuals navigate the grief journey and move towards hope and healing. Bo's Place programs help grieving families and individuals fortify their emotional health, rediscover hope for their future, and re-engage in a full and productive life. Bo's Place is named in memory of Laurence Bosworth Neuhaus, Jr., a Houstonian who died at the age of 12 and whose spirit reflects our philosophy of accepting death and striving for healthy grieving.

Bo's Place Programs: Bo's Place operates family and adult support groups, and also provides community education and training opportunities for helping professionals and volunteers working to support those who are grieving. We specialize in grief support for children ages 3-18, and their families, who have experienced the death of a parent/spouse, child/sibling or primary guardian. Volunteers, trained by Bo's Place licensed mental health professionals, facilitate the groups. In FY2015-2016, Bo's Place served 1,294 individuals (688 children and 606 adults) through grief support groups with the support of 18 staff and 700+ volunteers and trained 1,787 professionals and community members.

INTERNSHIP DESCRIPTION

Title of Internship/Department: Communications and Community Outreach Intern/Communications Department

Internship Overview: The intern will complete projects to gain knowledge and experience in public relations, communication, marketing, and community engagement. The candidate will develop communications tools, such as our monthly newsletter templates, and create materials to promote a national conference hosted by Bo's Place, help promote our onsite professional development trainings, and create volunteer recruitment/appreciation activities for the organization. Duties include editing/revising newsletter copy, blog copy and editing graphics.

Hours: Based on a 35 hour work week office hours for the Summer Program Intern are generally, Monday-Thursday, 8:30 a.m. to 5:30 p.m., and Friday 8:30 a.m. to 4:30 p.m.



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CORE/DAILY RESPONSIBILITIES

By the end of the summer internship period, the intern will have completed the following projects:

- Creating a FY2017-2018 Media and Communications Plan and Calendar.
- Creating new templates for Bo's Place web-based newsletters to targeted constituencies.
- Writing press releases and creating press packets for a national fall conference on anticipatory grief sponsored by the National Alliance for Grieving Children (NAGC) and hosted by Bo's Place in November 2017.
- Writing press releases and developing collateral materials for volunteer recruitment, retention and appreciation.
- Writing press releases and developing collateral materials for community education workshops and grief support programs.
- Project management for Book Bags for School Libraries – Grief Literature Project (coordinating among volunteer services and outreach, program and finance departments).

Other duties will include: writing, editing and revising newsletter copy and blog copy, editing graphics for use in promotional materials, interaction with the public via social media outlets, representing Bo's Place at outreach events, attending our June/July board meetings, general staff meetings, and board committee meetings.

JOB DIMENSIONS/OTHER REQUIREMENTS

Some evening and weekend hours may be required for outreach events.

Travel may be required for community outreach and offsite activities.

SHORT AND LONG TERM OUTCOMES/COMMUNITY IMPACT

Bereavement, or what is most commonly referred to as grief, is a period of mourning that is filled with sadness or pain in response to the loss of a loved one. Grieving involves an entire emotional process of coping with loss, and some people, especially children, have difficulty developing resilience after such a major life stressor. It is estimated that more than 1 out of 20 children in the United States will experience the death of a parent or sibling before the age of 18. Our short-term goal for this internship is to facilitate activities that will ensure



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those who work with children and families are able to appropriately lend support to those in grief. In the long-term, the intern's support will help us to reach deeper into the community so those struggling with their grief may participate in our programs and know that help is available when they need it

SOCIAL INVESTMENT

Education: Research has shown that grief can greatly affect their educational experience, mental health, and their overall-wellbeing. The intern will assist Bo's Place with the wide-scale dissemination of information regarding grief issues to families and help educate those who work with children (teachers, mental health professionals, physicians, social workers, etc.).

Community: The Communications and Outreach Intern will impact children and families in grief throughout Houston by spreading awareness of grief issues.

Environment: Though this internship is unrelated to environmental initiatives, Bo's Place supports Shell's commitment to environmental stewardship. By helping us streamline our online blogs and newsletters, the intern will help Bo's Place reduce paper waste by creating content for web based distribution.

STUDENT QUALIFICATIONS AND REQUIREMENTS

Technical Skills: Strong written communication/technical writing skills (applicants must submit a writing sample), proficiency in Microsoft Office, Adobe Suite, and social media platforms.

Other Skills: Interest in child development, family studies, or psychology; willingness to follow through with the completion of projects, take initiative and work independently; flexibility with multiple work duties/tasks.

LEARNING OBJECTIVES/EDUCATIONAL BENEFITS

Communication Skills: The Communications and Outreach Intern will strengthen his/her verbal and written communication skills through frequent interactions with staff, external partners, and the public. The intern will develop public relations and social media skills (Facebook, Twitter, Pinterest).

Management/Administration Skills: The intern will develop project management skills as he/she will be responsible for the timely preparation of projects for communications and community outreach.



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Professional Skills: Creativity and organizational skills will come to play as the intern will interface with the Communications Director, leadership staff, and the Board of Directors.

TO APPLY

Please visit Bo's Place website or contact:

Courtney Varner

Bo's Place Communications Director

courtney@bosplace.org

(713) 942-8339



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