



College Social Media Intern

Lawyers Alliance for New York (www.lawyersalliance.org) is seeking a social media intern. Dependent on school policy, this internship could run for a single semester or for a full-year, with the possibility of college credit.

We are seeking a creative, motivated, and detail-oriented college intern specializing in social media and communications to support our marketing efforts. This internship is ideal for a student who is passionate about digital storytelling, content creation, and audience engagement across Instagram, LinkedIn, and Facebook and is interested in the nonprofit or legal sectors. The candidate should enjoy the challenge of taking technical information and making it engaging and fun for our audiences of nonprofits, attorneys, donors, and policymakers.

About Us

Lawyers Alliance for New York is the leading provider of business and transactional legal services for nonprofit organizations and social enterprises that are improving the quality of life in New York City neighborhoods. Our network of pro bono lawyers from law firms and corporations and staff of experienced attorneys collaborate to deliver expert corporate, tax, real estate, employment, intellectual property, and other legal services to community organizations. By connecting lawyers, nonprofits, and communities, Lawyers Alliance helps organizations to provide housing, stimulate economic opportunity, improve urban health and education, promote community arts, and operate and advocate for vital programs that benefit low-income New Yorkers of all ages.

This internship offers a unique hands-on learning experience to work closely alongside our Marketing and Communications Director and gain substantial experience in social media marketing, content strategy, analytics, and brand storytelling. The internship will offer the intern an opportunity to build a professional portfolio, strengthen communication and creative skills, and gain practical exposure to real-world marketing campaigns and digital engagement.

Key Responsibilities

- Create engaging digital content like short-form videos, graphics, captions, and other digital content aligned with energizing the brand voice and reaching new audiences to further social media impact and expansion goals.
- Assist in developing and scheduling content for social media platforms and email newsletters.
- Research social media trends, peer group activity, and audience priorities to inform content strategy.
- Track and report on performance metrics such as reach, engagement, clicks, and follower growth.
- Help maintain a content calendar and ensure timely posting.
- Collaborate with Marketing and Communications Director on brainstorming sessions and creative ideas.

Experience and Attributes

- Currently enrolled in a college or university program, preferably in Marketing, Communications, Journalism, Public Relations, or a related field.
- Experience creating content for student organizations, personal brands, small businesses, or nonprofits.
- Excellent written and verbal communication skills.
- Strong organizational skills and ability to manage multiple tasks.
- Knowledge of content creation tools such as Canva and of current trends in short-form video and platform-specific content such as Reels.
- Basic photo or video editing skills.

Hours and Terms

- This internship is unpaid but a stipend will be provided to cover local travel and lunch for days in office.
- There is a possibility for college credit, dependent on individual college policies.
- Interns are expected to work 10-15 hours a week.
- Lawyers Alliance is currently on a hybrid schedule. The majority of the intern's time will be spent onsite in our midtown Manhattan office, with some flexibility.

Next Steps

Interested applicants should submit a resume, examples of their work or a digital portfolio if available, and answer the stated questions on our [BambooHR Careers Page](#) as soon as possible.

Applications will be reviewed on a rolling basis.

Lawyers Alliance for New York is committed to providing a diverse and inclusive environment and is an Equal Opportunity Employer.