

Intern Wanted!

Summary: Local best-selling author and leader in the animal movement seeks an energetic, motivated volunteer dedicated to the animal cause, for internship experience.

Purpose: To expand the reach of author/speaker Jonathan Balcombe's message through greater online presence, media outreach, speaking opportunities, and fundraising.

Position 1: Logistical

Expanding online presence:

- maintain website: appearances, updates and liaise with web-manager
- reinstate Google Analytics and monitor visitation patterns
- post updates on Balcombe's FaceBook and Twitter accounts
- ensure all updates get onto website/FB/Twitter/distribution email list

Media outreach:

- identify media hosts
- send press kits, press releases, photos, bios, etc.
- help schedule interviews

Speaking:

- identify speaking venues (conferences, associations, univ's, etc.)
- schedule travel
- refer suitable inquiries to Balcombe's speakers bureaus
- help with technological issues (e.g., embedding video into PowerPoints)
- develop effective figures/images for my talks (a la *Slide:ology*)
- photo research

Fundraising:

- research foundations
- identify matching grant programs
- research branding sponsorships

Position 2: Thematic

Books, blogs, film treatments and other writings:

- review and edit drafts

Communications:

- respond to interested speaking hosts, media hosts, etc.
- update social media respondent (Facebook, Twitter, etc.)

Media:

- help develop a press kit, press releases, etc.
- approach outlets to generate interest

Rewards: Experience, free books, and boundless appreciation. Any funds raised will be used to pay the intern.