

The ADL-Betsaida Alcantara '05 Communications Professional Internship

In honor and memory of Bard alumna and her work and service at ADL

ADL (the Anti-Defamation League), the world's leading anti-hate organization with headquarters in New York City, is seeking a Bard College student for a full-time, paid internship in our Communications Department for the summer of 2023.

Named in memory of Betsaida Alcantara '05, ADL's first Vice President of Communications & Digital and Bard College alumni, whose life was tragically cut short in February 2022 after a hard-fought battle with cancer, the internship will offer a prospective student an opportunity to have firsthand experience working alongside veteran communications professionals in a high-pressure and high-impact environment.

The internship would likely start the first or second week of June and end in mid-August, with the timing flexible depending on the student's preferred schedule. The ideal candidate would preferably have an interest in Communications, Journalism, Public Policy, Social Justice, and Human Rights and one who demonstrates a keen interest in ADL's mission to combat hate in all forms.

The primary functions of the internship will include but are not limited to: assisting the Communications & Digital team with press releases, statements, talking points, and social media copy; providing input in shaping ADL's response to issues and breaking news; producing readouts and reports of ADL's earned media footprint; learning from ADL professionals about the day-to-day operations of a Communications shop for a major civil rights organization; and meeting with ADL professionals across departments including Civil Rights, International Affairs, Center on Antisemitism Research, Center on Technology & Society, and the Center on Extremism.

Location: NYC

The internship is likely to be in-person, at least part of the time, at our headquarters in Midtown Manhattan, NYC (a short walk from Grand Central). Housing is not provided.

Skills:

- Familiarity with a wide range of media and an understanding of news cycles.
- Proficient writing and editing skills.
- Knowledge and understanding of national and international events and issues of concern to the Jewish community, and other marginalized communities.
- A preferred candidate would have a basic understanding of ADL's positions and the ability to articulate them effectively.
- Strong working knowledge of, and fluency with social media platforms, including Facebook, Instagram, and Twitter.

All students, regardless of seniority or expected graduation date, are encouraged to apply. The internship will pay \$15 an hour.

To Apply: The deadline to apply is April 22, 2023

Candidates are encouraged to submit a resume and cover letter to ADLMedia@adl.org

Students can address the cover letter to Todd Gutnick, Senior Director of Communications and Jake Hyman, Associate Director of Communications and recruitment team.

Note:

If a candidate has a writing sample they would like to submit, such as a news article or position paper, that is encouraged. Interviews will be done via Zoom or telecommunication. If the COVID-19 situation allows, an additional in-person interview may be required.