

SHAPE Skate Foundation

Terms of Reference (TOR)

Position Title: Digital Strategy and Operations Intern

Location: Washington, D.C. / Hybrid (as needed)

Duration: January – June 2026 (with possible extension, and an updated TOR after April/May)

Type: Unpaid Internship

Time Commitment: Part-time, approximately 15-20 hours per week (flexible schedule)

Supervisor: Executive Director

Background

SHAPE Skate Foundation (SHAPE) empowers Black and brown youth and young adults in the African diaspora and in the U.S. through skateboarding and creative arts. We use these tools to build resilient communities, celebrate African culture, and develop the grit and perseverance needed to overcome adversity. As SHAPE continues to grow its donor base and event portfolio, we are seeking a motivated intern to join our team and gain practical experience in nonprofit strategy, operations, social media and outreach.

Key Responsibilities

1. Brand Growth And Marketing Research

- **Best Practices:** Researching the most effective ways for NGOs and new companies to grow their brand in 2026. This includes looking at how to stay "authentic" while increasing reach.
- **Engagement Strategy:** Identifying trends for social media, newsletters, and the website that help SHAPE stand out and connect more deeply with our community.
- **Modernizing Outreach:** Looking into new ways to interact with supporters, whether that's through emerging tech (like AI) or new marketing methods that feel right for skate culture.

2. Internal Systems & Optimization

- **Project Management:** Set up and manage **Milanote** (or similar project planning tools) to organize internal workflows, assign tasks to team members, and centralize communication.
- **Workflow Automation:** Optimize how the team communicates and shares assets to ensure the Executive Director and other interns are aligned on deadlines.

3. Event Support & Community Engagement (Shared with Jaelyn)

- **Onsite Support:** Provide on-site support for in-person fundraising events, including booth setup, merchandise sales, and engaging with the community.
- **Live Content Capture:** Utilize design skills to capture high-quality social media content during live events to drive real-time engagement.
- **Donation Collection:** Assist in active donor solicitation and processing at events to support the foundation's growth

Expected Learning Outcomes

- Gain hands-on experience in nonprofit operations and marketing.
- Build skills in event planning, partnership outreach, and logistics.
- Develop competencies in digital tools, including project management and workflow management.
- Strengthen professional communication, teamwork, and adaptability skills.

Qualifications

- Undergraduate/graduate student or recent graduate interested in nonprofit management, fundraising, or communications.
- Business Management and Events Management majors preferred.
- Excellent written and verbal communication skills.
- Strong organizational skills, attention to detail, and ability to manage multiple tasks.
- Passion for social impact, youth empowerment, or skateboarding/creative arts.
- Familiarity with Microsoft Office or Google Workspace preferred.

Benefits

- SHAPE-branded merchandise and materials.
- Covered travel and meals for out-of-state events.
- Mentorship and professional development opportunities.
- Hands-on experience contributing to high-impact programs.

Termination

- Based on performance of the intern, Shape Foundation reserves the right to terminate the internship earlier than the noted end date.

Reporting & Supervision

The intern will report to the Executive Director and will receive orientation and regular weekly check-ins to review progress and learning goals.

Terms & Conditions

- This internship does not constitute paid employment or a job guarantee.
- Intern must comply with SHAPE policies regarding confidentiality and conduct.
- Out-of-state travel and meals will be covered only for approved events.
- Schedule and hours will be mutually agreed upon based on the event calendar.