

INTERNSHIP: Friends of Wild Iris

Address: 802 W. University Ave

Email address: Erica@friendsofwildiris.org

Best time to call: Tuesday – Saturday from 3-6pm

Website: <http://blog.friendsofwildiris.org>

Contact Person: Erica Merrell

Phone: 375-7477

Brief description/mission:

Friends of Wild Iris (FoWI) is a non-profit organization committed to cultivating feminist expression and growth as well as providing support for Florida's last feminist bookstore Wild Iris Books (WIB). WIB supports a brick and mortar establishment as well as several ecommerce platforms. Both parties work together to create musical events, author signings, workshops, fundraisers and other community and feminist focused events. Wild Iris also offers free safe space meeting space for various groups.

Mission Statement:

To create social, educational and cultural opportunities to empower a diverse feminist community.

Number of Hours/Credits:

10 -15 hours/week based on credit needs

Schedule Requirements:

Flexible with store hours, but once a weekly schedule is set interns will work that schedule all semester.

Prerequisites/Qualifications:

Applicants should be willing to learn new skills and be creative with the gifts they already have. Core values should support FoWI's mission. Sincere customer service skills are a must - kindness, confidentiality and respect are expected at all times. Literary knowledge in the areas of Feminist Thought, LGB Fiction and Non-Fiction, and/or Gender Identity is a plus. Laptops are helpful but not required.

What activities will the intern take part in, and how do they relate to Women's/Gender studies?

FoWI has a number of internships available and is always willing to work with students to customize an experience with various aspects of all the internship positions.

All FoWI activities are undertaken in the spirit of the equality, visibility, empowerment, education, and joy. Our mission is dedicated to giving feminism a voice as well as a physical space to flourish. Interns will have the opportunity to create and shape events relevant to their CWSGR course studies and personal values and ambitions. Some benefits of internship opportunities are experience in community education and organizing, arts and educational programming, event planning, fundraising, marketing and ecommerce management.

Recent Events: Co-Sponsored Pride Living History Events, Live Music by Amy Ray, Maria Carter, Zoe Lewis, Operation Comfort Doll (*benefiting Peaceful Paths*), Feminist Book Club, BIG READ Event with Alachua Library, Intern Recommended Reading Lists (*LGB Families and Parents, Gender Identity, Body Image and Acceptance, Sustainability and more*).

For detailed information about our internships please visit: <http://friendsofwildiris.org/?s=internships>. Contact us at erica@friendsofwildiris.org to schedule an interview.

Summary of Internship Positions

Online Resources Coordinator

Research and publish a variety of literature reviews, genre specific recommendation lists and other creative resources that will enrich customer experience in our on-line and physical store. Focus on marginalized and minority populations and incorporate ways to advertise and deliver the resources to these audiences.

Small Business and/or Non-Profit Management

Create a combination experience from our brick and mortar, eCommerce, and non-profit activities. You will learn day-to-day management, long term strategic planning, event planning, marketing and other business elements. Attend monthly Board Meetings and a monthly Planning Meeting with the owners.

Affiliate Networking and Link Building

Develop and implement Link-Building marketing campaigns for Wild Iris websites. Research and create online partnerships with like-minded organizations and agencies to build the Wild Iris online presence. Manage and recruit affiliate partners and help create an online Wild Iris Giving Center where customers can donate part of their purchases to any of our affiliates – current affiliates include CMC, Pride Center, South Georgia Pride, Kindred Sisters Magazine and more.

Visual Media

Work on a variety of platforms to create visual media for Wild Iris websites. Incorporate multiple types of visual media such as videos, audio clips, instructional videos, etc. Help plan events and act as historian, creating a visual on-line herstory of Wild Iris team members, events, products, workshops, group meetings, etc.

Search Engine Optimization Marketing

Create strategies and an SEO campaign for the Wild Iris websites. Use research and analytical tools to develop copy and online content that increases Wild Iris visibility to feminist and LGBTQ communities. Track campaign goals and create weekly reports of growth results.

Graphic Design

Work on a variety of platforms to develop and implement a graphic look and feel for Wild Iris, including advertising components. You will work with two e-commerce sites, two blog sites, and one informational site. Incorporate Search Engine Optimization techniques into the way in which graphical elements are included on the sites.