

Social Media Video Intern

ABOUT PURE EARTH

Pure Earth is a growing international nonprofit addressing one of the most urgent yet solvable global health crises, toxic pollution and its profound impacts on human health. We specialize in preventing lead and mercury exposure, deploying innovative, evidence-based solutions in low- and middle-income countries worldwide. Our initiatives not only protect vulnerable children and communities today but also build sustainable systems to ensure lasting change for future generations.

Recognized globally for our impactful programs and leadership on these issues, Pure Earth enjoys strong partnerships with governments, renowned philanthropies, and leading international development institutions. Our credibility is underscored by top ratings from nonprofit evaluators such as Charity Navigator and Candid/GuideStar. With new multi-year funding, Pure Earth is scaling up proven interventions, establishing new country offices, and broadening cross-sector collaborations.

At Pure Earth, you will be part of an agile, passionate team that swiftly translates science and innovation into meaningful action. Your contributions will yield measurable outcomes, transforming lives around the globe.

POSITION SUMMARY

The Social Media Video Intern will support Pure Earth's communications team in creating compelling, mission-driven video content for our social media platforms. This part-time internship offers hands-on experience in nonprofit communications and social media storytelling, with the opportunity to contribute to global environmental health awareness. The intern will work closely with the Communications team to produce, edit, and optimize short-form video content that engages audiences and advances Pure Earth's mission.

JOB RESPONSIBILITIES

Video Production & Editing

- Shoot, edit, and produce short-form video content for Pure Earth's social media platforms, including TikTok, Instagram Reels, and LinkedIn
- Edit raw footage into polished, platform-optimized videos using professional video editing software (e.g., CapCut, Adobe Premiere Pro or similar).
- Add captions, graphics, music, and on-brand visual elements to video content.
- Repurpose existing content (webinars, interviews, reports) into engaging social media clips and reels.
- Maintain a consistent visual style and voice aligned with Pure Earth's brand guidelines.

Content Strategy & Collaboration

- Collaborate with the Communications team to develop video concepts and storyboards aligned with campaign goals and organizational priorities.
- Contribute creative ideas for new video series, storytelling formats, and audience engagement strategies.
- Incorporate feedback from team members and stakeholders to refine video content.

Analytics & Optimization

- Monitor video performance metrics across platforms and provide regular reporting on reach, engagement, and views.
- Apply platform-specific best practices to maximize video performance, including optimal video length, aspect ratios, and captioning.
- Stay current on social media trends, video formats, and emerging platforms relevant to Pure Earth's audiences.
- Assist with other communications projects and tasks as directed by the Communications team.

QUALIFICATIONS

Required

- Currently enrolled in or recently graduated from a college or university program in communications, film, media production, marketing, journalism, or a related field.
- Demonstrated experience creating and editing video content for social media (personal portfolio, student projects, freelance work, or prior internship experience accepted).
- Proficiency in at least one professional video editing tool (e.g., Adobe Premiere Pro, Final Cut Pro, CapCut, DaVinci Resolve, or similar).
- Strong visual storytelling instincts and attention to detail.
- Ability to manage multiple tasks, meet deadlines, and work independently in a fastpaced environment.
- Strong written and verbal communication skills.
- Genuine interest in environmental health, global development, or nonprofit communications.

Preferred

- Experience with Adobe Creative Suite, including Premiere Pro and After Effects.
- Familiarity with social media management tools (e.g., Hootsuite, Buffer, Sprout Social).
- Knowledge of SEO best practices and social media analytics platforms.

Internship Details

Duration: Up to 12 weeks

Schedule: Up to 20 hours per week

Location: New York City (in-person; hybrid flexibility aligned with team needs)

Compensation: \$20/hour

EQUAL OPPORTUNITY EMPLOYMENT AND REASONABLE ACCOMMODATION

It is the policy of Pure Earth to provide equal opportunity for all qualified persons and not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender or gender identity, age, national origin, veteran status, disability, sexual orientation or any other protected status. We provide reasonable accommodations to applicants with disabilities. If you require accommodation to complete the application or interview process, please let us know when you are contacted for a screening or interview

To apply, please send a resume, cover letter, and two video samples to social@pureearth.org with the subject line, “Social Media Video Intern.”