

NON-PROFIT SOCIAL MEDIA INTERNSHIP OPPORTUNITY.

YOU WILL NOT BE MAKING US COFFEE.



OVERVIEW

The Social Media Intern is responsible for building, coordinating and executing a strategy in collaboration with the non-profit director. This work will cross key social media channels including but not limited to Facebook, Instagram, and Twitter. We do not expect you to be a social media expert however we do expect you to learn, grow, and improve through your hard work and dedication.

GOAL

This experience on your resume will be invaluable if you desire to hit the ground running after graduation. You will be able to show measurable and increased customer engagement, website traffic, and donations by strategically exploiting all aspects of the social media marketing strategy.

RESPONSIBILITIES

- Create and implement a social media strategy based on research both external and internal
- Develop content calendars on a weekly and monthly basis
- Monitor, analyze, and report on analytics in order to meet our social media goals.
- Create, edit, publish, and share engaging social media content that builds meaningful connections and encourages action from our followers
- Daily engagement with followers and join relevant conversations on behalf of the organization with the goal of promoting our mission and drawing people to donate. In essence you are soft selling our organization.
- Uncover influencers and manage a mutually beneficial relationship
- Optimizing each social media page
- Research to find articles, stories, photos, resources, or other content that is relevant to our mission
- Capture best practices and insights
- Collaborate with other departments and coordinate action

REQUIREMENTS TO APPLY

- Self Driven and strong work ethic as you will be working remotely.
- Excellent communication skills
- Passion for social media marketing
- Strong writing skills (grammar, content, creativity)
- Desire to put class room learning and theories in to action
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Fluency in English
- Above average social media understanding and skills with desire to improve those skills.
- Internship is for course credit
- Able to commit between 10-20 hours per week for a minimum of 3 months.

COMPENSATION AND PERKS

Although this is technically an unpaid internship, your hard work will not go unnoticed.

- Receive NuttZo product and swag www.nuttzo.com
- Opportunity to work directly with top management
- Earn Amazon gift cards based on dedication and meeting of responsibilities
- Priority in application process if a paid position is available after internship is complete
- Letter of recommendation after completion
- Networking and coaching with job search

TO APPLY

Please send your resume, cover letter and any additional information you'd like to submit to Anna Maria Maybury at info@projectleftbehind.org

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