



Social Media Intern Job Description

DESCRIPTION

Big Brothers Big Sisters is seeking a motivated, resourceful, and tech-savvy student to serve as a social media intern. The intern will work directly with the department staff to strategize, craft, and execute content for all social media platforms. Applicants should have a strong level of experience with all social media channels, a demonstrated writing ability, organizational skills, creativity, and the ability to work both as part of a team and solo.

QUALIFICATIONS

- Professional attitude and manner.
- Ability to relate well to people.
- Written and verbal communication skills.
- Emotional maturity, good judgment, integrity, flexibility, resourcefulness and enthusiasm.
- Commitment to the mission of Big Brothers Big Sisters of Northeast Indiana
- Knowledge in Microsoft Office, Word, Excel, PowerPoint computer software
- Knowledge in Photo Shop & adobe suite products preferred
- Savvy in social media platforms
- Must be able to manage multiple social media platforms at once

EDUCATION

- Working towards a degree in Marketing, Public Relations related fields, or Graphic Design fields preferred

POSITION RESPONSIBILITIES:

- Creating / curating shareable content that will be used across all social media
- Engaging with all mentions of Big Brothers Big Sisters on social media
- Creating and presenting a competitive analysis of BBBS social account
- Monitoring growth and analytics on assigned BBBS accounts
- Managing content for promotions, contests, and top users across all social accounts
- Collaborate with departments heads and staff to gain an understanding of how and what we communicate to reach our primary audiences (volunteers, donors, etc)
- Conceptualize, create and publish daily content combining both original text and images as well as text, images and videos that enhances affinity for BBBS + shares stories of our community's successes, builds meaningful connections and encourages engagement.
- Employ innovative tactics to grow the audiences of all social media accounts
- Serve as an ambassador for BBBS social media, which includes seeking out story ideas for social media as well as the website, encouraging members of the community, utilizing social media to connect with the BBBS team for support and attending BBBS meetings and activities as able
- Assisting with photoshoots/video shoots, ideation and execution
- Various tasks according to departmental needs

SUPERVISION:

- Reports to Marketing and Communications Manager