



SOCIAL MEDIA INTERN JOB DESCRIPTION

Position Description:

The Social Media Intern will work closely with the management team to help define, implement and manage a basic social media strategy for Rebuilding Hope. The strategy will include managing existing social media sites tied to the agency as well as campaign creation, distribution, management, and response through Facebook, Twitter, YouTube, Instagram, Pinterest and other social media tools. This will also include the need to identify trends and opportunities to leverage the agency message within different social media initiatives and potentially integrate those with traditional media campaigns. This person will leverage experience and expertise to develop integrated and sound social media strategies, measure results, identify trends, create best practices and execute follow up campaigns to continue making the presentation of the agency mission and vision current.

Primary Duties and Responsibilities:

- Manage key social media projects from idea through delivery including identifying key measures of success
- Create and implement an agency social media campaign
- Monitor trends and analytics in social media and apply that knowledge to increase the presentation and response of the agency mission and vision
- Serve as content manager for all social media sites
- Create and pre-plan social media schedule
- Monitor and respond to all comments and messages on each platform

Qualifications:

- Demonstrable experience with multiple social media sites and evidence of positive impact
- Strong passion for social media marketing with deep knowledge of social media tools and techniques
- Expertise in design and creativity to translate ideas and concepts into visually attractive campaigns
- Solid knowledge of emerging social media channels with proven track record of successfully channeling media to engage with target audiences and elevate key mission and vision awareness
- Highly motivated self-starter that can work independently and manage multiple tasks and priorities within specified timelines