



SOCIAL MEDIA INTERN JOB DESCRIPTION

Position Description:

The Social Media Intern will work closely with the development 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 and Instagram. This will also include the need to identify trends and opportunities to leverage the agency's 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.

Candidates are required to submit a cover letter explaining your interests and skill sets along with a current resume to our Agency Administrator at Jenn@hopesacpc.org by 5:00pm PST on Tuesday, September 15, 2020.

Reports to: Rebuilding Hope Development Team

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
- Assist in developing ideas for content, scheduling and organizing posts and publications
- Expectations to facilitate posting content 2-3 times/week
- Monitor and respond to all comments and messages on each platform
- Regularly research topics that relate to sexual violence, abuse, and trafficking under staff advisement
- Respond to requests to conduct specialized research to inform social media content
- Assist the agency's Development Team with special projects that impact social media engagement
- Assist as needed with developing content for the agency's website and blog (www.sexualassaultcenter.com)

Expectations:

- Pass a comprehensive criminal background check
- Complete volunteer/intern orientation and required onboarding training
- Commit to the position for a minimum of three (3) months with a preference for a six (6) month commitment
- This position will require a minimum of five (5) hours per week of service with a preference for candidates who can offer eight (8) hours per week of service
- Interns are preferred to be equipped to complete tasks of this position remotely and will be allowed access to the office as approved
- Apply an intersectional lens to the primary duties and responsibilities with an emphasis on equity

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