

Social Media Intern

Department: Marketing and Public Relations Reports to: Director of PR and Marketing

DESCRIPTION

This internship will support the director of marketing and public relations in some or all of the following areas, dependent on the applicants experience, skills, and course of study: social media, marketing research and development, writing, event planning, and design.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manage and assist with social media accounts and websites.
- Write blogs, press releases, articles, and advertisements.
- Create social media marketing strategies, schedules, and proposals.
- Attend and help plan YWCA events as needed.
- Work with various YWCA departments in creating and/or maintaining marketing goals.
- Attend meetings and trainings as assigned.
- Other duties as assigned.

QUALIFICATIONS REQUIREMENTS

To perform this internship successfully, an individual must be willing to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

- Coursework at a college junior and senior level preferred in marketing, public relations, communications, or related field
- Deep familiarity with social media websites and marketing strategies for those websites (i.e. Facebook, Twitter, Pinterest, Instagram, LinkedIn, etc.).
- Proficient computer skills (Office Suite a must, design software a plus (InDesign, Photoshop, etc.)

LANGUAGE SKILLS:

- Proficiency in English required
- Strong verbal and written communication skills required

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Multi-tasking skills necessary
- Exceptional interpersonal and presentation skills

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an intern to successfully perform the essential functions of this internship opportunity. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this internship, the intern is frequently required to speak, hear, read, and write. Specific vision abilities required by this position include close vision, depth perception, and the ability to adjust focus. The intern is frequently required to stand, walk, and sit. The intern is seldom required to lift/move up to 45 pounds.

The position requires a reliable mode of transportation.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an intern encounters while performing the essential functions of this internship. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The office for this position is located at 1201 N. Hershey Road, Bloomington, IL 61704. This position may also require travel to places in the community for events and presentations.

I have received a copy of this job description and understand the information included herein.

Employee

Date

Supervisor

Date