Social Media Intern
Position Description

Overview
The Social Media Intern will work with the Media Team to produce captivating content highlighting the Office of Sustainability’s (OoS) diverse initiatives. This intern will work closely with the Media Manager and fellow Web Design, Photography & Videography and Outreach & Community Partnerships Interns. This is a great opportunity to gain marketing and hands-on content creation experience.

Duties
The duties outlined below may be amended as needed. The Social Media Intern will:

• Post relevant material consistently on Facebook, Instagram, and Twitter on a timely basis
• Promote OoS and other sustainability-related events through social media
• Analyze social media efficacy by producing an analytics report
• Interact with other accounts to foster relationships and widen net of media reach

The ideal candidate will have a working knowledge of various the social media platforms, analysis tools, and photo editing software.

In addition to the specific duties mentioned above, the Social Media Intern will be required to complete the following* as part of the core Office of Sustainability Internship Program:

• Attend weekly meetings and mandatory Office events and trainings, including Orientation
• Maintain a project journal
• Set Internship goals, produce a project timeline, and complete an Internship Checklist to monitor progress
• Meet with Staff Advisor on a semimonthly basis (2x/month)
• Submit weekly updates to Staff Advisor
• Complete one self-assessment
• Respond to the Internship Program Exit Survey

*Note: The time spent completing the above counts toward the Program’s hour requirements.

This position requires a minimum commitment of 1 semester and 15 hours per week during the academic year. Contract extensions are contingent upon performance evaluations and student interest. They will report to the Media Manager and the Intern & Student Coordinator.