Social Media Marketing Intern

GENERAL INTERNSHIP DESCRIPTION: The Development Department at Second Harvest Food Bank (SHFB) is seeking applications for Social Media Intern positions for Spring 2019 and Summer 2019. Applicants should have experience creating content for, and managing, business-related social media platforms including Instagram, Facebook and Twitter. They will be expected to develop effective strategies for enhancing engagement via social media with considerations for target audiences. Experience in photography, video creation/editing is preferred.

Interns will be expected to work weekly throughout the semester, based on the student’s availability and current projects, approximately 8-20 hours/week. Normal working hours are 8:00am-4:00pm; work schedule for this internship is flexible. Hours can and will extend beyond normal working hours. This position is a part-time, unpaid Internship that can be used to fulfill school credit.

Responsibilities

- Become familiar with the SHFB programs, events, and brand.
- Work with Development Team to create comprehensive social media strategies.
- Update and monitor social channels.
- Develop social media calendar for campaigns (example: Hunger Action Month)
- Script, produce, shoot, and edit content as needed.
- Work on community outreach and development across our social channels.
- Conduct and compile research for new social opportunities.
- Reporting and analysis of social channels as needed.

Requirements

The successful candidate will possess strong communication and interpersonal skills, attention to detail, creativity, excellent judgment, and willingness to learn and work as a team member. Must have knowledge of social media platforms. Knowledge of Google Analytics encouraged, but not required.

TO APPLY We are currently accepting applicants for the Spring 2019 and Summer 2019 terms. To apply for this internship, please send a cover letter and resume to Dannah Hartman, Development Coordinator, at dhartman@caclv.org and include Social Media Marketing Intern in the subject line. The position will remain open until filled.