



VOLUNTEER JOB DESCRIPTION

TITLE: Social Media Intern

STATUS: Volunteer

REPORTS TO: Development & Communications Manager

REVISION DATE: 08/04/2022

PURPOSE: Our Social Media Intern assists our Development Department by planning and creating social media/marketing content for Amanecer Community Counseling Service. Our social media presence is vital in supporting our Agency's mission of delivering compassionate innovative mental health services that empower individuals and families to overcome barriers and significant life challenges to achieve more fulfilling, resilient, and self-sufficient lives.

DUTIES AND RESPONSIBILITIES:

1. Assist in planning, design, and execution of content such as infographics, videos, reels, and press releases on social media.
2. Assist with maintaining and updating Quarterly Development Calendar.
3. Monitor various social media platforms such as Facebook, Instagram, and Twitter.
4. Track social media engagement and study analytics to identify high-performing ideas and campaigns for scalability.
5. Understand the mission of the company, including the brand, client, donor, strategic plan, and all other aspects of service delivery.
6. Contribute ideas to planned campaign ideas and provide suggestions to Development Team for improving customer experience on social platforms.
7. Assists in creating performance reports.

VOLUNTEER JOB REQUIREMENTS:

1. Advanced or intermediate knowledge of social media platforms and
2. Advanced or intermediate understanding of marketing strategy and how to use the concepts throughout various forms of outreach
3. Creating and managing multiple social media accounts, developing content to inform, educate and engage the brand's audience to increase awareness and achieve marketing goals.
4. Experience in nonprofit marketing, journalism, public relations, or related field preferred.
5. 1-2 years of social media management experience preferred.
6. Certification in Google Analytics preferred.
7. Experience with working with Office Suites, Google Suites, and Canva.
8. General knowledge of Search Engine Optimization and internet ranking for web content
9. Experience determining how to cater unique marketing campaigns to a unique audience.
10. Ability to work alongside a diverse group of employees and simultaneously work toward many company initiatives at once.
11. Ability to work in fast paced environment.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

1. Social media marketing knowledge.
2. Superior oral and written communication skills.
3. Excellent organization and time management.
4. Internet research skills preferred.
5. Mastery of the major social media platforms including Facebook, Instagram, Twitter, and LinkedIn.
6. Knowledge of social media analytics software including Facebook Insights, Google Analytics and Twitter Analytics to track audience engagement and campaign performance
7. Experience with content management systems, word processor applications and image/video editing software

WORKING CONDITIONS AND PHYSICAL EFFORT:

1. Work is normally performed in a typical interior/office work environment.
2. Physical effort required includes typing, standing, sitting, bending, stooping, talking and hearing.
3. Work environment involves minimal exposure to physical risks, such as operating dangerous equipment or working with chemicals.