

2018 ECOLIFE Internship Description



Title of Position

Social Media Marketing Intern

Manager Name

Alec Stransky
Marketing Manager
astransky@ecolifeconservation.org

Position Overview

The Marketing Intern will work under the direction and mentorship of the Marketing Manager to help develop & implement social media marketing strategies, assist with content creation, and perform research and analysis.

- Aid in development and implementation of social media strategy
- Assist in strategically planning editorial calendar, selecting photos, creating copy, and generating compelling storylines to highlight our mission
- Follow relevant news stories and conduct research
- Monitor social media performance through applied analytics
- Generate weekly social media performance reports
- Develop content, edit, and maintain our blog

For You

- Work on tangible projects that will enhance your resume and portfolio
- Gain experience in various areas of marketing
- Make connections to individuals and organizations in the nonprofit sector
- Recommendation letter
- Make a difference!

Skill Set Requirements

- Excellent written & verbal communication skills
- Strong interest in marketing, social media, branding, and strategy
- Passion for storytelling
- Detail oriented with strong organizational skills
- Experience content and copywriting
- Knowledgeable about environmental issues and industry trends
- Familiar with Adobe Creative Suite (Illustrator, Photoshop, Indesign) - a plus!
- Ability to work independently without direct supervision
- Strong administrative and computer skills
- Ability to work with a diverse group of constituents including donors, volunteers, business leaders and staff

Start and end dates of internship

Flexible

Expected hours per week

12 - 15 hours