

# 2019 ECOLIFE Internship Description



## Title of Position

Social Media Intern

## Manager Names

Chris Goering | *Community Outreach Coordinator*  
cgoering@ecolifeconservation.org

Linn Splane | *Media and Communications Coordinator*  
lsplane@ecolifeconservation.org

## Position Overview

The Social Media Intern will work under the direction and mentorship of both the Community Outreach Coordinator and the Media & Communications Coordinator to help strengthen our social media presence and maintain a consistent post schedule.

*Duties include:*

- Aid in development and implementation of social media strategy
- Create posts around a strategically planned post calendar
- Generate compelling storylines to highlight our mission
- Ensure social media presence is cohesive, uniform, and coherent
- Follow current news stories and conduct research
- Monitor social media performance through applied analytics
- Generate weekly social media performance reports

## For You

- Work on tangible projects that will enhance your resume and portfolio
- Opportunity to test creative ideas and receive feedback
- Learn new media and outreach skills and expand on existing skills
- Make connections to individuals and organizations in the nonprofit sector
- Letter of recommendation
- Make a difference!

## Skill Set Requirements

- Strong interest in social media, marketing, branding, and strategy
- Must use Facebook and Instagram; Twitter, YouTube, Pinterest, etc. are a plus
- Excellent written & verbal communication skills
- Artistic eye and a passion for storytelling
- Familiar with basics of photo editing
- Detail oriented with strong organizational skills
- Knowledgeable about industry trends
- Ability to work independently without direct supervision
- Strong administrative and computer skills
- Familiarity with Adobe Suite (Photoshop, Lightroom, Illustrator) is a plus
- Positive attitude and good sense of fun!

## Start and end dates of internship

Flexible

## Expected hours per week

10 - 15 hours