Title of Position
Social Media Intern

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

Position Overview
The Social Media Intern will work under the direction and mentorship of 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