



## **POSITION DESCRIPTION Marketing and Social Media Internship**

<b>Position Title:</b>	Marketing and Social Media Intern
<b>Employment Classification:</b>	Internship
<b>Reports to:</b>	Marketing and Communications Manager
<b>Department:</b>	Marketing and Communications
<b>Salary:</b>	Unpaid

### **Internship Description**

The Living Coast Discovery Center is looking for a marketing and social media intern to assist in execution of the marketing plan for the center. This internship will focus on digital marketing through social media, website, email marketing, video, and photography, in addition to other marketing channels.

### **Duties and Key Responsibilities**

#### **Digital Marketing**

- Assist in updating website
- Draft, edit, and publish blog posts
- Assist in execution of social media campaigns
- Measure effectiveness of campaigns on social media
- Provide social media reporting and suggested action items

#### **Content Creation**

- Capture and process high-quality photos using DSLR camera
- Record and edit high quality videos for IG, IG stories, ads, etc.
- Use digital software to create shareable graphics, videos, GIFs, and materials

#### **General**

- Support in general office functions, administration, and other duties and tasks as assigned by supervisor.

## **Qualifications**

- Working towards a degree in Marketing, Communications, or related field.
- Strong written and verbal communications skills with excellent grammar.
- Candidate must possess interest in social media, photography, and editing.
- Previous experience using Photoshop, Snapseed, Premier Pro, Final Cut, Edius, iMovie or similar video editing software/apps is a must.
- Must have working knowledge of social media platforms (FB, Twitter, Instagram, Snapchat).
- Candidate must possess strong organizational skills; be proactive; and possess the ability to work independently handling multiple priorities in a fast-paced, professional environment, with attention to detail.

## **Working Environment/Physical Requirements**

- Physical requirements include standing, sitting, typing, bending. This position may require you to walk on uneven or wet surfaces.

## **Objectives**

- Intern will gain a deeper understanding of social enterprise and marketing.
- Intern will develop both non-profit workplace, professional business and marketing skills, as well as gain knowledge about wildlife and conservation.
- Gain experience growing a social media account and acquire skills to build your resume.

## **Commitment**

- Interns will spend 16 weeks working within the Marketing department
- Shifts are 4-6 hours, anytime between 9:00 am to 5:00 pm, with a minimum of 3 days per week between Tuesday and Saturday.
- Must complete 288 hours of service over a 16 week period.
- Schedules will depend on intern's availability and must be consistent for the duration of the internship.
- Intern will be responsible for one project that they will be able to work on over the course of the internship, and will participate in other professional learning activities.

## **To Apply:**

- Please complete the online Volunteer Application Form that can be found on our Internship webpage. <http://www.thelivingcoast.org/get-involved/volunteer-or-intern/>
- Please email a cover letter and resume to [volunteers@thelivingcoast.org](mailto:volunteers@thelivingcoast.org) for consideration, and answer the following questions:
  - 1.) List your top favorite social media accounts with links and tell us briefly why they are impactful to you. Take a risk. This doesn't have to be a mainstream person or brand just something you really admire.
  - 2.) Which social media channel do you spend the most time on and why? (I.e. Instagram, Facebook, Snapchat, Youtube, etc)