



POSITION: Social Media Intern
SUPERVISED BY: Social Media Specialist

POSITION SUMMARY: Second Harvest Heartland's Digital department is seeking an intern to assist in the social media and digital marketing functions of the organization.

DUTIES AND RESPONSIBILITIES:

- Create graphics for use on social media platforms
- Support with writing social media content
- Assist in analyzing social media analytics and reporting back with recommendations to further enhance and improve marketing efforts
- Attend events to capture photos and content for social
- Brainstorm and pitch new ways to support campaigns and organization objectives on social media
- Collaborate with team to create effective online communications strategies

LEARNING OBJECTIVES:

- Provide a basic grounding in nonprofit digital and social media fundraising
- Provide background on processes for creating, executing and evaluating social media campaigns
- Provide basic grounding in project management and social media strategy development

REQUIREMENTS/EXPERIENCE:

- Familiar with social media platforms
- Comfortable writing for social media using brand standards and voice
- Familiar with Adobe Creative Suite (Specifically Photoshop and Illustrator)
- Self-motivated, able to take direction, deadline orientated
- Strong writing, communication, and informational research skills
- Ability to function in a team environment

PREFERRED SKILLS:

- Photography and video editing skills

TIME REQUIREMENTS AND SCHEDULE:

- **Total time requirement:** 15 hours per week
- **Project dates:** June 3, 2019 – August 29, 2019
- **Days of the week:** Flexible
- **Time of the day:** Flexible
- **Work site:** Second Harvest Heartland, East; 1140 Gervais Ave, Maplewood, MN

ORGANIZATION CONTACTS:

- Digital, Communications, Direct Response, Volunteer Svcs., Development departments
- Other employees across the organization, as necessary

HOW TO APPLY: Please submit cover letter and resume to Internships@2harvest.org