



# ***LIFE SERVICES TEAM***

## ***Life Services Case Management Intern***

**POSITION:** Marketing and Social Media Intern

**LOCATION:** This is a field position. Office location includes Titusville Library and another location once identified.

**TIME COMMITMENT:** Minimum of 15 hours per week with scheduling flexibility.

**SALARY:** UNPAID – Gain work experience at an established non-profit organization.

### **JOB DESCRIPTION:**

Community Care Development Network seeks a motivated student to participate in the organization's day-to-day operations, which include functions from intake to providing resources to satisfy basic needs, this internship is a great opportunity to gain valuable experience, while making a difference in a nonprofit organization.

### **ANTICIPATED DUTIES:**

#### **Responsibilities**

1. Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification
2. Generate, edit, publish, and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
3. Manage and optimize company pages within each platform to increase the visibility of company's social content
4. Moderate all user-generated content in line with the moderation policy for each community
5. Create editorial calendars, newsletters, and syndication schedules
6. Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information
7. Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players, and coordinate actions

### **DESIRED QUALIFICATIONS:**

- Working knowledge of Microsoft Office, Social Media Marketing Platforms, and Website Platforms.
- Creative and can design and execute marketing campaigns
- Excellent interpersonal, organizational and research skills.

- Detail-oriented, able to work in a team environment independently.
- Desire to learn about nonprofit organizations and to lend needed assistance to low wealth and marginalized communities.
- Proven working experience in social media marketing or as a Digital Media Specialist
- Proven working experience with website platform Wix, Poster My Wall, and apparel sites
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail, and customer oriented with good multitasking and organizational ability
- Fluency in English
- Currently working towards a Bachelor of Science in Communications, Marketing, Business, New Media, or Public Relations

*Note: Some duties are subject to change depending on organizational needs and workload.*