

# Social and Digital Media Intern JOB DESCRIPTION



**Position:** Internship - Social and Digital Media

**Commitment:** 10 -15 hours a week

**Dates:** Flexible

**Supervision:** Reports to the Office Manager

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Assistance League® of Phoenix seeks a motivated college student with an interest in social and digital marketing. The intern will learn how to reach communities, promote events or programs through the internet and gain experience in social media platforms and the tools to assess their performance.

The Social and Digital Media Intern will play an active role in the development of ALP's online community. Under the supervision of the Office Manager, the intern will maintain ALP's presence on various social media platforms and help create and publish content that is relevant the supporter base.

## Responsibilities

- Grow the online social networks by increasing fan base and interactions
- Write and schedule social media posts
- Respond to posts and comments to bring value to user's interaction with Assistance League of Phoenix
- Perform research to find articles, stories, resources or other content that is relevant to our supporters and post to social networks in a manner that invites conversation and interaction.
- Takes pictures and videos of program, volunteer and day-to-day activities to be developed into content for the website or social media platforms.
- Utilize analytics and reporting tools to assess trends and activities
- Organizes and archives digital images and videos
- Completes other digital media projects and research projects as assigned.

## Skills and Experience that would make a great fit

- Familiarity with social media platforms including but not limited to Facebook, Instagram, LinkedIn, and Yelp.
- Experience with Microsoft applications, basic photo editing and internet browsers
- Ability to multi-task
- Ability to take direction and absorb information quickly.

## Requirements

- Available to work a minimum of 10 hours a week, on-site.
- Working towards a degree in Journalism, Public Relations, Marketing or related field.
- Must be a self-starter who is comfortable both taking initiative and working in collaboration.

## How to Apply

1. Fill out ALP's Interest Form (can be found at [www.alphx.org/volunteer](http://www.alphx.org/volunteer) )
2. Submit **Interest Form**, **Resume** and a **short statement** telling us why your perfect for this role to [volunteer@alphx.org](mailto:volunteer@alphx.org)

Assistance League® of Phoenix is a volunteer driven nonprofit that improves the lives of children through programs that fulfill basic needs, foster self-esteem and enhance the quality of life.