

Job Description – Social Media and Marketing Intern Position

THE OPPORTUNITY

We are looking for a Social Media and Marketing Intern to get involved with many different aspects of a small 501(c)(3) non-profit. This will include a full range of activities required to cultivate and maintain the organization's brand online, monitor online communication across the brand's active social media platforms, create system for tracking and analyzing social media influence, ensure consistency of messages across platforms, and optimize social media usage and performance.

THE ORGANIZATION

Chromosome 18 Registry & Research Society is a primarily a volunteer based organization. Our Mission is to help people with chromosome 18 abnormalities overcome the obstacles they face so they may lead happy, healthy, and productive lives. We are proud to count among our members those who are affected by a chromosome 18 abnormality, extended family members, and professionals. We are a 501(c)(3) non-profit, tax-exempt public charity.

KEY RESPONSIBILITIES

Some of the main position duties are listed below. Other duties may be assigned as necessary.

- Responsible for conducting the full range of activities required to research, prepare, submit, and manage social media posts that build awareness and improve the organization's brand.
- Create and implement system for flagging and managing positive and negative comments.
- Work with staff members to promote events and fundraising opportunities.
- Recommend optimization or action based on performance of posts.
- Manage multiple social media platforms by Hootsuite or similar program.
- Prepare, submit, and manage media releases to all media platforms.
- Create, plan, and execute social media strategic plan as part of long-term design project.

KNOWLEDGE AND SKILLS:

- Strong written and verbal communication skills required to communicate with members and potential donors.
- Strong time-management skills, attention to detail, and ability to meet deadlines.
- Preferred experience with media and marketing preferred, but not required.
- Strong contributor in team environments

QUALIFICATIONS:

- General knowledge of social media and marketing preferred, but not required.
- Previous experience with non-profit organizations preferred, but not required.
- Experience working in deadline-driven environments.
- Able to work well in a team environment, handle multiple assignments and meet deadlines.

Applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, genetic information, sexual orientation, gender identity or expression, pregnancy, protected veteran status or other status protected by law.