



## Vacancy Announcement 04/04/2018

**POSITION:** Social Media & Digital Marketing Intern

**REPORTS TO:** Executive Director or Director of Marketing

### JOB SUMMARY

The Social Media & Digital Marketing Intern is responsible for assisting the Executive Director and Director of Marketing's overall communications and marketing plan -- focusing specifically on digital communications -- to build awareness about The Link of Cullman County and Dawn M. Owens within the Cullman community and nationwide.

### MINIMUM QUALIFICATIONS:

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least 15 hours a week
- Currently enrolled student in the liberal arts or equivalent work experience
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. Buffer, HootSuite, Google Analytics)
- Adobe Creative Suite experience a plus
- Strong working knowledge of email marketing applications (e.g. Mailchimp, MyEmma)

**RESPONSIBILITIES:** The duties and responsibilities of this position include the following:

1. Work with Executive Director and Director of Marketing to refine social media strategy and best practices.
2. Assist in managing social media channels (Facebook, Twitter, Pinterest, Instagram, LinkedIn, and YouTube) and editorial calendar to ensure content is timely, relevant, and engaging.
3. Draft weekly emails to The Link of Cullman County subscribers.
4. Keep up to date and informed on new social media trends and adapt accordingly.
5. Ensure proper messaging is being executed online.
6. Assist with website copywriting, proofing, and updating as needed.
7. Team player who enjoys building relationships and partnering with others to get a job accomplished.
8. Must be able to work independently
9. Ability to establish and maintain effective working relationships with current and potential donors in a pleasant and effective manner
10. Excellent oral, written and interpersonal skills
11. Proficient in Microsoft Word, Excel, and administrative computing systems.
12. Creative design skills and use of programs such as Photoshop or Canva.