

## **Social Media/Marketing Strategist Intern**

### **Purpose/Objective**

To develop and implement social media strategies for ECOSLO. This internship will provide you with real world, hands on online marketing experience in a non-profit setting. We will teach skills that are necessary for the day-to-day execution of social media messaging and community maintenance. As a small and flexible nonprofit, we are open to new ideas and the creativity of our interns. There will also be opportunity to help with large annual events such as the August Fundraiser and Creeks to Coast Cleanup.

### **Key Responsibilities**

- General management of ECOSLO's social media pages and online platforms
- Assist with the day-to-day execution of social media posting, messaging and community maintenance
- Develop creative and engaging social media content
- Assist with executing event-based and educational campaigns
- Develop outreach strategies to encourage community engagement
- Assist with analysis and reporting on social media account performance
- Assist with email campaigns for volunteer and community engagement
- Generate a posting schedule and content to be shared on ECOSLO's website, social media pages, and beyond

### **Qualifications**

Strong understanding of both traditional and digital public relations and social media  
Excellent written and verbal communication skills  
Ability to assimilate information quickly and recommend a practical response  
Comfortable using and learning new technologies

### **Time commitment**

6-month internship available for summer/fall. About 10-15 hours/week, hours will be decided in accordance with intern and Executive Directors schedule prior to the start of the internship. This also requires attending various ECOSLO events. Required dates:

- Annual Fundraiser Event: Saturday, August 10
- Creeks to Coast Cleanup: Saturday, September 21

### **Benefits**

- Social media and website experience
- Develop experience in non-profit workplace and sector
- Hands on training and experience
- Build your professional network
- Work with a passionate team