

SOCIAL AND DIGITAL MEDIA INTERN – JOB DESCRIPTION

Back 2 School Illinois' mission is to create and support educational opportunities that enrich the lives of Illinois children. We do this through three initiatives: free school supplies, college scholarships and a fitness and nutrition youth boot camp. Our free school supplies program is the largest program of its kind in the state, with a distribution of 29,714 kits in 2016.

The Social and Digital Media Intern will play an active role in the development of Back 2 School Illinois' online community. The intern will maintain B2SI's presence on various social media platforms and help create and publish content that is relevant to our member base. The Intern will regularly analyze and report on the activity on social media networks as well as the B2SI website.

The Intern will also assist in maintaining B2SI's archive of digital images, videos, and other content. The intern will learn how to reach communities and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

RESPONSIBILITIES

The successful candidate will work closely with our Public Relations firm and Events Coordinator.

Social Media

- Update Facebook, Twitter and Instagram accounts.
- Respond to posts or comments to bring value to user's interaction with B2SI.
- Post updates, news and announcements in a timely manner using appropriate content.
- Performs research to find articles, stories, resources, or other content that is relevant to our member base and posts it to our Facebook, Twitter and Instagram pages in a manner that invites conversation and interaction.
- Updates Facebook, Twitter and Instagram accounts with current and relevant photos, videos, or other content from B2SI and partner organization activities and events.
- Grows B2SI online social networks by increasing fan-base and interactions.
- Maintains current information in Google+ and LinkedIn accounts.
- Complete other social media projects as assigned.

Digital Media

- Take pictures and videos at events to be developed into content for the B2SI website, Facebook, Twitter and Instagram pages.
- Uploads all B2SI videos and photos to the B2SI Google Drive
- Organizes and archives all digital images and videos.
- Completes other digital media projects as assigned.

Research

- Regularly observes the online activity of model organizations researches and reports on "social media best practices".
- Complete other research projects as assigned.

Analytics and Reporting

- Using Google Analytics to assess trends and activity on the B2SI website.
- Uses Facebook insights to assess trends and activity on the B2SI Facebook page.
- Uses Twitter Analytics to assess trends and activity on the B2SI Twitter page.
- Uses Instagram Analytics to access trends and activity on the B2SI Instagram page.
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.

REQUIREMENTS

- Successful candidate must have a passion for education and working at a nonprofit.
- Creative self-starter who is comfortable with both taking the initiative and working in collaboration.
- Detail oriented with strong written and verbal communication skills.
- Experience with Microsoft applications, basic photo-editing and video-editing software, and internet browsers. Experience with Photoshop and InDesign a plus.
- Familiarity and facility with mainstream social platforms, including but not limited to Facebook, Twitter, Instagram, Google+ and LinkedIn.
- Available to work 15 hours per week.

ELIGIBILITY

This is a part-time internship and we require that you bring your own computer and cellphone to complete internship projects and tasks. While the internship is unpaid, we can provide reimbursement to cover any work-related expenses.

Candidates should maintain a positive attitude under pressure, exhibit a strong work ethic, and enjoy working with a small staff. Most importantly, the candidate should be flexible and willing to take on multiple tasks in a start-up environment. This internship will benefit someone who is interested in marketing, education, community relations, and audience development.

REWARDS

Back 2 School Illinois' internship program is designed to provide an opportunity to learn about our organization and various aspects of nonprofit operations and management. Interns will gain valuable business experience by holding a functional position and by executing projects that improves the social media outreach, management and reporting of the organization. The intern will be supported throughout the internship by all staff, not just the direct supervisor. An experience review will take place at the end of the internship, during which the intern will present the outcome of his/her projects to leadership.

TO APPLY

Please send your resume, cover letter and two references to JMcDonald@b2si.org, and indicate Social Media Intern in the subject line. More information on B2SI can be found at www.B2SI.org.