Good Samaritan Mission Statement:
Good Samaritan Services gives immediate help to people who are experiencing homelessness, and helps those at risk of becoming homeless, by restoring their lives to stability. We engage the community to support these efforts.

JOB DESCRIPTION: Digital Media Engagement Associate

Reports to: Development & Communications Coordinator

Status: Part-time, 8-12 hours per week. Schedule will be negotiated (Remote work available). January through May of 2021

Position Summary:
This position is an unpaid 75% remote position with a flexible schedule. The role requires the person to assist the development staff and development related committees with duties essential to communicating the organization’s message and mission through digital and social media. This position gives you the flexibility to get creative and take ownership of digital promotional planning.

Working with Good Samaritan Services will help provide you with an understanding of the basic functions of a non-profit organization’s Development department. It will also increase your knowledge of the community and its needs while providing an opportunity for you to make a positive impact through your work. Interns who do well with this position will receive letters of recommendation from both their supervisor and the CEO of Good Samaritan Services. Good Sam is always growing, and positions are continuously opening. We would love to have you apply after your internship to any available positions.

Key Accountabilities:

Social Media Content Creation

- Utilizes information provided by Development & Communications Coordinator to create engaging media content that shares the mission and value of Good Samaritan Services with the community (5 post per week per platform)
- Shares and Engages with social media accounts that interact with our organization
- Creates one video (animated or filmed) per week to share on digital media pages
- Works with supervisor to develop digital engagement plans for fundraising events & campaigns
- Create a Pinterest page & posting plan
Social Media Performance Evaluation

- Evaluates email marketing contact lists, unsubscribes and bounces
- Evaluates and reports on social media engagement insights such as views, engagement levels, reach, etc.
- Increases our social media following on Twitter, Facebook, Instagram, Youtube, and Pinterest
- Proofreading emails, blog posts, printed mailings, etc.
- Troubleshoots success or failure of promos to determine a path for improvement

Requirements:

- Eagerness to learn about organization and skills
- Willingness to learn from mistakes and receive constructive criticism
- Ability to troubleshoot and resolve issues
- Time management skills
- Excellent verbal and written communication skills
- Ability to work independently (proactive) and as part of a team
- Excellent computer skills
- Signed Commitment to Excellence statement.

Your supervisor

Your supervisor will be the Development & Communications Coordinator of Good Samaritan Services. She has 10 years of experience working in social and digital media management as well as a degree in Career & Technical Education and Training. This internship is a learning opportunity first and foremost. Your education is important during this process, and your supervisor has the skills and background to be able to teach you valuable skills that are directly associated with your curriculum and future employment requirements.

Revised: 10-30-2020 SC