

POSITION TITLE: DIGITAL MEDIA IMPACT INTERN
REPORTS TO: MARKETING/DEVELOPMENT MANAGER
POSITION TYPE: INTERN – UNPAID
DURATION: FALL/WINTER 2020



United Way of Northern
Shenandoah Valley

ORGANIZATION BACKGROUND:

United Way of Northern Shenandoah Valley's mission is to increase the organized capacity of people to care for one another in Clarke County, Frederick County, Shenandoah County, Page County and the City of Winchester. United Way NSV works across these Counties to leverage resources, businesses, experts, and other service providers to advance the common good. We prepare young people to work, help families become economically self-sufficient, and help individuals choose healthy lifestyles.

POSITION SUMMARY

The Digital Media Impact Intern is responsible for coordinating and executing United Way's social media strategy, working across key social media channels including Facebook, Twitter, Instagram, and others. This role offers the intern a total immersion into a busy social media platform. The successful candidate will work closely with key members of staff and community partners to learn about social media, digital communications and marketing in a non-profit environment. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among clients and collaborators. Interns will be expected to complete between 10 - 20 hours weekly. Internships are eligible for course credit.

DUTIES:

1) SOCIAL MEDIA COMMUNITY MANAGEMENT

- a. Assist with streamlining company social media accounts (e.g. Facebook, Twitter, Instagram, etc.), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- b. Increase the number of followers we have on Twitter by following and engaging with community partners and prospective collaborators.
- c. Posting Tweets, Facebook posts, and Instagram photos on a daily basis and using tools like Hootsuite to plan forward-looking posts over weekends and holidays (under supervision from a manager)
- d. Liaising with staff internally to ensure that their company profiles are accurate and up-to date.
- e. Posting updates to the Facebook account (under supervision from a manager)
- f. Build Facebook 'likes' by interacting with potential collaborators and partners through other social media channels and email marketing campaigns.
- g. Work with directors to implement other channel-specific campaigns (e.g. Snapchat and Instagram)

2) COORDINATING AND DISTRIBUTING CONTENT

- a. Scheduling and coordinating a monthly brainstorming meeting to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, marketing and blogging calendar.
- b. Maintain a monthly social media and blogging calendar, and ensure that everyone is meeting their deadlines.
- c. Liaising with senior consultants and directors to push new blog posts through the calendar.
- d. Help coordinate a guest blogger program, one guest blogger per month. Help to amplify this content through other social media channels.
- e. Drive awareness of our new blog posts by posting the articles into forums and groups
- f. Help to create one piece of video content per month and post on You Tube.
- g. Upload and manage company blog posts on United Way's website (under the supervision of a Manager)
- h. Repurpose content from other sources for our own social media channels (and understand how to change the tone of the content for each channel).

3) UNDERSTANDING AND MONITORING SOCIAL MEDIA ANALYTICS

- a. Track key social media analytics on a monthly basis, including Google Analytics, Bitly statistics, Facebook Insights)
- b. Track and report website statistics using Google Analytics. Look at how well specific content performs and look at the flow of traffic through to our Web site. Look at how well blog posts perform based on their shares and the total number of viewers and time spent on page. Look at the best performing web pages and try to generate new content that does the same or better. If consultants are producing original content and blogs, report back to them weekly with the performance of those posts.
- c. Work with managers to build monthly reporting tools on social media analytics and performance against our 'baseline targets.'

4) EMAIL MARKETING AND SEO

- a. Work with each team to create and send one email broadcast per month around content ideas and keys jobs.
- b. Integrate blog and video content into monthly email marketing messages.