

INTERN DESCRIPTION

SOCIAL MEDIA AND DIGITAL MARKETING INTERN

Company Name: Generation Citizen

Company Location: New York, NY

Application Deadline: September 23, 2016

Position: 10-15 hours/week, fall semester; stipend provided; potential to extend to full year

DESCRIPTION:

Generation Citizen is a non-profit organization that works to ensure that every student in the United States receives an effective action civics education, which provides them with the knowledge and skills necessary to participate in our democracy as active citizens.

We are seeking a digital native intern with a passion for mobile technology and a strong professional standing online who will identify and create enticing, shareable content for GC's social media channels, as well as, serve as an advocate for our organization.

RESPONSIBILITIES:

- Develop strategies to build Generation Citizen's social media following
- Manage social aspects of editorial calendar, work with GC sites to aggregate content
- Post all social media content w/ proper tagging and distribution of content to discussion groups & content aggregators
- Update/maintain original content for social media posts based on community sentiment, current events, promotions and announcements
- Prepare weekly reports on key social media analytics and progress towards social media goals
- Execute social media advertising campaigns and promotions
- Support strategic initiatives, including the launch of new social media channels

REQUIREMENT

- Expert-level knowledge of the key social media channels (Facebook, Twitter, Instagram, Snapchat, YouTube, etc.)
- Excellent communication and writing skills and ability to work individually or in a team
- Creative, "out of the box" thinking and a diplomatic personality
- An interest in government, democracy, history or civic engagement is a plus!

SKILLS

- Writing
- Social Media Outreach
- Communication Skills
- Creative Campaign Development
- Organization

IDEAL MAJORS:

- Communications
- Marketing
- Journalism
- Psychology
- Public Relations
- Graphic Design
- English
- Creative Writing

Qualified candidates should send a resume and a thoughtful cover letter to Jobs@GenerationCitizen.org. Please include "Social Media and Digital Marketing Intern" in your email subject line. No telephone inquiries please. Generation Citizen is an Equal Employment Opportunity employer. Candidates who reflect the diversity of the NYC community are strongly encouraged to apply.