

INTERN DESCRIPTION

SOCIAL MEDIA AND DIGITAL MARKETING FELLOW

Company and Internship Locations: New York, NY / Boston, MA / San Francisco, CA

Position: 15-20 hours/week, summer

Compensation: \$15/hour and gain unique insight into the inner works of a successful non-profit

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 intern with a passion for social good 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

Candidates should send a resume and a short, thoughtful cover letter to Chelsea Shuster, External Affairs Manager at cshuster@generationcitizen.org. Please include "Social Media and Digital Marketing Intern" in your email subject line. Generation Citizen is an Equal Employment Opportunity employer.