

## Social Media Intern Job Description

Are you obsessed with pop culture? Do your friends look to you on Facebook and Twitter for the latest trends, ideas, and online memes? Are you passionate about reproductive rights? The Community Action Fund of Planned Parenthood of Orange and San Bernardino Counties (PPOSBC), is looking for a talented individual who can help us increase our social community by developing engaging content that drives social change.

PPOSBC is a fast-paced work environment and we seek talented people who crave learning new skills and aren't afraid to tackle big projects. As an intern, you will get to work with a variety of our staff, while working on real projects that will help us grow. We are working on expanding and engaging our social media network and we're looking for someone who can help us create relevant and compelling content that will engage followers.

Our ideal candidate is someone who is obsessed with social media, knows how to develop cool content, is a good social media writer with an eye for design, a politics junky with an interest in reproductive healthcare access, and is thoughtful when interacting with online communities and building relationships.

### What You Will Learn:

1. How to create a long-term social media plan and marketing calendar.
2. How to track social media analytics using HootSuite and other software, and report results and new ideas to our marketing team.
3. Create compelling content that will be shared by influencers using programs like Canva and iMovie
4. Create feedback and viral loops between our Facebook Page, Twitter, and blog accounts, among other social media platforms.
5. Plenty of additional opportunities in related projects.

### What We Require:

1. Background in Marketing, Communication, non-profit management or other related discipline.
2. Strong communication skills.
3. Proficient in Microsoft Suite Office.
4. Organized, with an ability to prioritize time-sensitive assignments.
5. Creative and Flexible.
6. Familiarity with social networking sites desired (Facebook, Twitter, Instagram, Snapchat)
7. Interested in reproductive healthcare issues and generally socially conscious individual. This includes being up-to-date with news, pop culture, and whatever else may be trending.
8. Bonus if you're into politics

We value all of our interns and go the extra mile to make sure you receive a learning experience that fits your career goals. You will become knowledgeable in social media as well as becoming a master of Twitter (and Hoot Suite manager). You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals in the non-profit and marketing field.

### Details:

- This is an unpaid position. There is opportunity for school credit if allowed by the college/university of applicant. Position offers an excellent opportunity to work on substantive projects and can result in a great reference.
- Minimum 15 hours per week, minimum 3 month commitment, with 6-12 months desirable.
- To apply please submit your cover letter and resume to: [publicaffairs@pposbc.org](mailto:publicaffairs@pposbc.org), with the subject: Social Media Intern Submission.