



A Mental Health & Suicide Prevention Non-Profit Organization

SOCIAL MEDIA INTERNSHIP POSITION

Anticipated Time Frame: Fall Semester

Working Hours: 10 hours per week (4 hours on-site, 6 remote)

All applications must be submitted by the deadline on the website

Job Description:

This internship will work closely with and support 1N5's Social Media Coordinator to promote the mission, vision, cause, and associated events in accordance with our branding standards. This individual will operate as an element of the overall marketing and design plan in order to display cohesive marketing campaigns and maintain 1N5's authentic brand. This individual must have an interest and passion for the mental health education arena.

The ideal candidate is well versed in various social media platforms, including Instagram, Facebook, Twitter, Snap Chat, as well as various design and scheduling tools such as Hootsuite, Over, Spark Post, UNUM, Inconquare, etc. to develop and create effective digital graphics, content, and copy.

Job Duties:

- Assist Social Media Coordinator in generating digital content for Instagram, Facebook, and Twitter
- Generate content, copy, and graphics for relevant awareness dates and occasions
- Ability to identify trending mental health topics and pages in order to expand 1N5's social media reach
- Interact with key mental health influencers and pages to create partnerships
- Connect with like-minded pages and on-line communities with the goal of growing 1N5's online connections.
- Organize and track post responses and pod participation
- Attend occasional events to gather content and graphics for use on social platforms
- Brainstorm social media concepts for content
- Plan overall feed distribution, themed content and resources for posts and stories
- Provide relevant blog content on a regular bi-weekly or monthly basis
- Engage in specific social media activity
- Assist in monitoring and reporting social platform analytics

Qualifications:

- Excellent organizational and prioritization skills
- Strong knowledge of all social media platforms including Facebook, Twitter, Instagram, IGTV, and Snapchat
- Experience with graphic design and scheduling apps including Hootsuite, UNUM, Over, Inconsquare, etc.
- Knowledge and understanding of Google Analytics and insights
- Strong time management skills, ability to multi-task
- Excellent written communication and listening skills
- Able to work well independently, be self-motivated and a team player
- Excellent attention to detail
- Must be trustworthy and reliable
- Must possess a professional demeanor and operate on tight deadlines

To apply submit online application and include CV/resume (no more than two pages) and cover letter (no more than 550 words) or email above information to Beth Dulle - beth_dulle@1N5.org. Please include any non-profit work that you've done to date. Applicants must include their social media handles and snapshots of any social media accounts from previous work experiences. Please also state clearly how you would bring your knowledge, skills and experience to the role, and how this opportunity would help your future career development.