**Virtual Social Media & Influencer Internship**

StandUp for Kids - Orange County was launched in 2003 with a single focus: to end the cycle of youth homelessness in our community. We work to provide basic needs, housing, mentoring support, care, and love to at-risk and homeless youth ages 12-24.

Website: [www.standupforkids.org/orangecounty](http://www.standupforkids.org/orangecounty)

Number of positions open: 2

This position reports to the **Marketing Coordinator**

* + - This is an unpaid internship.

**Essential Functions:**

* Analyze and report on daily posts including performance and conversion. Communicate scorecards with internal teams
* Work with Social Media team to determine KPI’s and campaign goals
* Stay up-to-date on best practices and technology surrounding influencer marketing
* Archive and organize all posts, stories, blogs, etc.
* Manage master influencer/celebrity list including sizing, addresses, etc.
* Work with Social team to develop ideas to maximize influencer content
* Create influencer lists for campaigns, events and collection pushes that are on brand and meet KPI’s
* Stay up-to-date on competitor’s influencer strategy
* Attend meetings, create presentations, present ideas, create reports, handle calendars, etc.
* Understanding of social media platforms - especially TikTok, Facebook, Instagram, Twitter, LinkedIn & YouTube.

This program will challenge your ability to think critically and creatively. You will learn to present ideas and gain exposure to all areas of the business, by working directly with a high level executives. Over the course of this internship, you will be presented with insight into your career path with exposure to the long term strategies and day-to-day tasks required in your selected department.

**Educational Requirements**  
Applicants must currently enrolled in an accredited college/university majoring in **Public Relations, communications, marketing or a similar field;** or be a recent graduate who completed their degree in one of the above-mentioned fields.

**Qualifications & Requirements**

* + Intern must be 18+ years of age.
  + Submit an application, 3 forms of reference, and a copy of a photo ID.
  + Pass a criminal background check and submit the $18 fee.
  + Completion of all required orientation and training.
  + Must maintain regular attendance
  + Must properly handle and maintain confidential information
  + Submit hours once a month.
  + Complete evaluation surveys as requested by staff.
  + Successfully complete an interview for a position with staff member.
  + Ability to research information and prepare collateral and other correspondence
* Minimum 8-10 hours per week for 3 - 6 months. Hours can be scheduled in 3- to 8-hour blocks of time during regular business hours (Monday through Friday between 8 a.m. and 5 p.m.). Applicants able to schedule the maximum hours/duration listed for this internship typically gain a more in-depth experience.
* Engaging personality with exceptional communication and presentation skills
* Strong organization skills
* Creative writing skills
* Ability to think outside the box
* Strong skills in Microsoft Office
* PowerPoint presentation skills

**Benefit to Interns**  
  
Although this is an unpaid internship that does not lead to paid employment or include employee benefits, students or recent graduates are offered an excellent opportunity to:

* + Build resumes and explore career options
  + Apply academic skills and knowledge to the workplace
  + Fulfill college/university internship requirements
  + Network in their fields of interest with professionals who are dedicated to making a positive difference in Orange County
  + Intern with one of the premier employers in the region

**To apply**

1. Email [justines@standupforkids.org](mailto:justines@standupforkids.org) with your resume.
2. Complete the following form <https://forms.office.com/Pages/ResponsePage.aspx?id=MlwY0O9QLkKUT8IiEKhaAYjbXIvTy0RPgNdnyBwAFk5UMThPQ1BCRFdaT0NBMUM2RUdIQlo1NFZHVi4u>
3. Complete necessary paperwork
4. Successfully pass background check and submit $18 fee for processing
5. Attend Orientation and Training