



## OCEAN VIEW SCHOOL DISTRICT SOCIAL MEDIA INTERN

### **BASIC FUNCTION:**

This intern position provides support to the Superintendent and Public Information Manager in a wide variety of office and administrative duties pertaining to the District's public information, social media and communications. This is a paid intern position, \$5,000 per semester, up to 200 hours. Intern will be working in-person and remote, as needed.

### **RESPONSIBILITIES:**

- Work with the Public Information Manager to promote Ocean View School District, programs, services, and special events;
- Enhance a social media presence for Ocean View School District (OCDE) of Orange County via Facebook, Twitter, Instagram, Pinterest, and other social media vehicles;
- Create engaging content for all major social media platforms to promote OVSD's brand awareness;
- Create videography content for social media platforms;
- Act as photographer at District and school site events on occasion;
- Brainstorm/offer ideas for social media projects/opportunities;
- Schedule content to be published on social media at ideal times;
- Assist with monitoring the social media channels and activities;
- Assist with managing OVSD's social media content calendar;
- Assist with curating social media content for events, stand-alone campaigns, and other projects to increase engagement and target new audiences
- Develops original content and suggests creative ways to attract prospective students and promote the District. Increases engagement throughout all social media platforms;
- Covers District and school-based events and activities, and communicates upcoming events via social media;
- Other duties as assigned.

### **SUPERVISION:**

Receive general supervision from the Superintendent or Public Information Manager.

### **MINIMUM QUALIFICATIONS:**

- Displays excellent written and oral communication skills
- Ability to work both independently and as part of a team
- Attention to detail and excellent organizational skills

### **Knowledge of:**

- Current social media tools, trends, and techniques (i.e., Facebook, Twitter, Instagram, YouTube, etc.);
- Multi-social posting through programs such as Hootsuite and Sprout Social;
- Principles of public relations, community relations, and communication programs;

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- Principles, practices, and techniques applicable to news and feature writing for print and web;
  - Effective marketing and communication strategies;
  - Web and multi-media technologies for use as communication tools;
  - English usage, spelling, grammar, punctuation, composition, vocabulary, and skills in proofreading.

#### ABILITY TO:

- Manage workload and write clear and concise communication deliverables (website/social media postings) under tight deadlines;
- Use social monitoring tools (e.g., Google Alerts);
- Use technology effectively and efficiently;
- Organize, create, and edit layout publications;
- Operate a computer and related peripheral equipment. Communicate effectively orally and in writing;
- Collaborate with and act as a resource to other District departments;
- Develop effective social media campaigns for both English and non-English speaking populations;
- Understand, be sensitive to, and respect the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disabilities, and sexual orientation of students, parents, teachers, administration, and staff.

#### INTERN STANDARDS:

Degree seeking student at California State University, Long Beach

#### EXPERIENCE:

Relevant public relations experience, including intern, encompassing regular writing of material, use of technology, social media platforms, photography and communications is desirable.



