

## Private Equity Stakeholder Project

### Social Media Intern

We are looking for a Social Media Intern who will support our growing organization through creative and innovative online messaging. The ideal applicant will be energetic, self-motivated, and will have strong organizational skills. They will have familiarity in video editing and graphic design, be detail oriented, and assist in marketing and media management.

This internship will be an opportunity to develop social media and messaging skills with an advocacy watchdog group that straddles issues of finance, investments and social issues such as healthcare, labor and jobs, climate, housing and civil rights.

Our Social Media Intern will be responsible for bringing new ideas about digital media and creative energy to our team. Social Media strategy is always changing and we need a Social Media Intern who can help support our work in a wide range of social issues. The candidate must be passionate about social media and enjoy thinking out of the box in order to increase the visibility of the Private Equity Stakeholder Project to a wide range of publics. The Social Media Intern will be responsible for helping the organization in the development and implementation of its marketing, communication, and public relations goals.

Under the direction of the Director of Communications, the Social Media intern will help drive growth across social channels, increase issue awareness, and glean valuable experience and on-the-job learning from the Private Equity Stakeholder Project team.

This position offers current or recently graduated students the opportunity to gain experience generating content, engaging with relevant issues and stakeholders, creating strategic plans, and testing out concepts. The Director of Communications will work with student interns to ensure their academic goals are supported through this opportunity. Potential candidates for this internship role do not need to be students.

The intern must:

- Be actively involved with social media channels including LinkedIn, Tik-tok, Instagram, Facebook, and Twitter either personally or for business
- Have a passion for the world of social media marketing and digital marketing
- Have strong writing skills
- Have strong Internet researching and writing skills

- Be detail-oriented and organized
- Possess a positive attitude and be a team player

Tasks required of this position include:

- Scheduling and creating social media content for multiple accounts
- Brainstorming social media ideas for campaigns
- Monitoring social media accounts, trends, and news
- Support ongoing content calendar and outreach
- Assist with weekly content reports
- Working closely with videographers to aid in gathering pictures and footage
- Proofing written materials for style, grammar, etc.
- Designing graphics for social media content.
- Collecting and synthesizing social media and Google Analytics
- Helping to maintain the organization's website, including adding copy such as blog posts and photos
- Maintaining SEO on website

Applicants must have:

- Completed or currently pursuing a bachelor's degree in media, communications, marketing or public relations. Fields such as labor studies, sociology and economics and finance will be considered on a case-by-case basis if the applicant has strong social media skills.
- Strong verbal and written communication skills
- Ability to research and gather information
- Skilled knowledge of and experience using social media platforms including Facebook, Instagram, Twitter, and LinkedIn along with their algorithms
- Knowledge and understanding of Hootsuite, Buffer, Social Studio or similar social media management tools
- Ability to manage numerous projects simultaneously without direct supervision
- Experience filming and editing videos

The Social Media Intern position pays at least \$15 an hour and is expected to work 10-15 hours a week. The Private Equity Stakeholder Project will also work with educational institutions to ensure the Intern receives proper internship credits.

Please apply to:

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