Social Media Intern for the Crystal City Civic Association

The Social Media Intern works alongside the Crystal City Civic Association (CCCA) President and officers to increase outreach to Crystal City residents and promote brand awareness through social media and our monthly newsletter. Social Media Interns will be given specific tasks and asked for creative insight about topics to spread the civic association’s message and information. Interns must be familiar with website management (e.g., WordPress) and social media, including Facebook, Twitter, NextDoor, and Instagram. They will use the material shared by CCCA officers to promote the brand, events, and share information in order to create conversation-starting posts and images to engage residents in community discussion and outreach. They will also be asked to suggest creative ways to improve the website and newsletter and to create and manage accounts on Twitter, Instagram, and YouTube for the CCCA. All work is accomplished remotely by Internet and phone; no physical presence or transportation is required. Average time commitment, including consultation with officers and research, is 8 hours per week or 120-140 hours per semester.

Typically, Social Media Interns are current high school or college students. Social Media Interns who excel will have a positive can-do attitude as well as the desire to constantly learn and improve.

Qualifications:

Good working knowledge of Microsoft software (Word, Excel, Publisher, PowerPoint)

Good working knowledge of website management (e.g., Word Press) and social media, including Facebook, Twitter, NextDoor, and Instagram

Ability to work independently and remotely to complete assigned tasks

Able to communicate effectively both orally and in writing

Social Media Intern agreement:

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ agree to the following:

1. To act as the primary administrator of the CCCA:

- website

- Facebook and NextDoor

- monthly Newsletter

2. To act on and post information based on requests of CCCA officers, including posting material to the Livability22202.org website.

3. To create Twitter, Instagram, and YouTube accounts and manage the feed to these sites for the CCCA.

4. To suggest creative ways to improve the website and newsletter.

5. To assist the Membership Liaison in engaging with current and new followers to grow membership and engagement.

6. To provide creative insights for topics to be included in CCCA social media and broaden the distribution of CCCA’s messages and information.

7. To publicize CCCA and Livability22202 events, meetings, and information in accordance with CCCA advertising, outreach policies, and publication lists.

8. To refer member contact information as it is gathered with the Membership Liaison.

9. To not enter into agreements on behalf of the CCCA.

10. To perform other duties as requested/required