



## **Social Media Marketing Intern**

### **About Big Brothers Big Sisters**

Big Brothers Big Sisters (BBBS) is the oldest, largest, and most successful youth mentoring organization in the United States. Founded in 1968 and based in Hamilton, Ohio, the mission of BBBS of Butler County is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Each year, we serve hundreds of at-risk children and youth through our evidence-based mentoring programs.

### **Internship Summary**

BBBS of Butler County seeks a talented, motivated Social Media Marketing Intern who will take our digital impact to the next level. During the past year (especially during the COVID-19 pandemic) our following and engagement on Facebook and Instagram has increased. We want to capitalize on this momentum while also exploring other avenues and platforms for telling our story and reaching our target audience. This is an unpaid, remote-based internship offering flexible hours for the right candidate.

### **Primary Responsibilities**

Reporting to and working directly with the Vice President of Marketing & Outreach, the Social Media intern will:

- Assess the efficacy of the agency's current social media presence and make recommendations based on that assessment;
- Research and make recommendations on new social media platforms for the agency to explore, and assist in establishing a presence on those platforms;
- Design and distribute digital graphics and content in accordance with the agency's branding guidelines and marketing needs;
- Working in conjunction with the Special Events Planner and the Vice President of Development, create a distribution calendar to promote fundraising events and initiatives; and
- Assist in the development of the agency's 2021 Marketing Plan

### **Qualifications**

Applicants must be undergraduate or graduate students majoring in marketing, communications, or a related field, with a demonstrated knowledge of and talent for producing engaging social media content and campaigns. Applicants should possess a genuine interest in gaining experience in nonprofit marketing, and must support the BBBS mission.

Specific qualifications include:

- Dedicated to the agency's mission and the importance of youth mentoring
- Passionate about using social media to impact communities in positive ways
- Demonstrated knowledge of best practices and "what works" in numerous social media platforms, including Facebook, Instagram, Twitter, YouTube, and TikTok
- Excellent graphic design skills
- Ability to produce and edit videos
- Ability to analyze data and make recommendations based on that data
- Exceptional written and verbal communication skills
- Demonstrated maturity, professionalism, integrity, and sound judgment
- Commitment to diversity, inclusion, and equity
- Capable of working autonomously in a remote-based environment

### **Hours and Location**

The Social Media Marketing internship is flexible to accommodate the academic schedule of the right candidate.

*Timing:* It is anticipated that the internship will begin on or around September 1, 2020, and can be either a one-semester or full-year internship. We desire an intern who can devote at least 10 hours per week. Days of the week and hours per day are flexible.

*Location:* This internship is remote-based and open to candidates throughout the United States. Local candidates have the option of working in the BBBS office, depending on health and safety guidelines related to COVID-19.

Please note: Candidates must have access to and be able to use their own laptop to fulfill internship activities.

### **Application Instructions**

Send a cover letter and résumé in PDF format to Becky Perkins, Vice President of Marketing & Outreach, at [becky.perkins@bbbsbutler.org](mailto:becky.perkins@bbbsbutler.org). In your cover letter, or as a separate attachment, provide an example (or a link to an example) of social media content you have produced that demonstrates your skills related to this internship.

The application deadline is August 1, 2020. Incomplete applications will not be considered. Applicants selected for virtual interviews will be contacted no later than August 14, 2020.

Big Brothers Big Sisters of Butler County is committed to building and nurturing an inclusive agency workforce and culture that reflects the diversity of the community we serve. We welcome applicants with diverse identities, backgrounds, and experiences.

No phone calls please.

*June 2020*