# SOCIAL MEDIA INTERN

The Social Media Intern helps fulfill New Life Family Service’s mission of assisting clients in life-affirming decisions with the love and compassion of Christ through effective communication and marketing for all of New Life Family Services’ programs.

## REPORTS TO:

Director of Marketing

## POSITION RESPONSIBILITIES:

* Content Generation: Create stories, posts and high interest items to be shared across all social channels for our program, First Care Pregnancy Center. Identify third-party content to be shared in addition to generating original content. Create custom graphics using Canva to enhance social posts. Schedule 5-7 posts per week through Hootsuite, referencing the organization’s editorial calendar.
* Advertising: Work with the Marketing Director to create social media ad campaigns based on the needs of our pregnancy centers. Increase likes and followers in addition to online appointments.
* Reporting: Monitor social media platforms and report on performance trends and monthly stats. Use Google Analytics to monitor website traffic coming from social ads and posts.
* Work closely with the Marketing Director and Marketing Coordinator to maintain cohesive branding through all marketing and social media pieces.
* Attend booths and conferences as needed to help represent New Life and its programs.

## POSITION QUALIFICATIONS:

* Studying Marketing, Communications or related field.
* Self-motivated, creative, enthusiastic, and detail oriented.
* Outstanding organizational, time management, and problem solving skills.
* Proficiency in Microsoft Office based software, Facebook, Instagram & YouTube.
* Knowledge of Hootsuite, Canva, and Google Analytics helpful, but not required.
* Strong interpersonal skills with the ability to build rapport easily and communicate well.
* Passionate about New Life Family Service’s mission and able to promote/communicate the mission, values and goals.
* Time Commitment: The social media intern position is for the 2019-2020 school year. Must be available 8-12 hours per week. Office hours are Monday-Friday from 8:30am – 5:00pm. An exit interview will be conducted to gauge intern experience and to make recommendations for improvement. This is an unpaid position but able to be used for work study and school internship requirements, if eligible.

## SELF-DEVELOPMENT:

## Participate in appropriate workshops and training sessions to ensure continuing education requirements are met.

## CORE VALUES/COMMITTMENTS:

* Demonstrated faith in Jesus Christ.
* Agrees with and adheres to Transform Minnesota Statement of Faith, Core Values, and

Code of Conduct.

* Exhibit strong commitment and dedication to the sanctity of all human life.
* Exhibit strong commitment and dedication to sexual purity.
* Attend weekly staff and prayer meetings.
* Be able to express a clear understanding of the inner workings of a pregnancy care center.
* Demonstrate strong interpersonal and administrative skills.
* Exhibit strong organizational skills and the ability to manage multiple responsibilities at once.
* Exhibit ability to respect client and donor confidentiality through the safe-keeping of related information.

## DIRECT REPORTS:

None

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| Approved By |  |
| Date Approved |  |
| Reviewed |  |