



## **Social Media and Marketing Intern**

### **Description**

The Social Media and Marketing Intern reports to Hillel as Miami's Assistant Director and ensures that all social media content is aligned with our brand & style guidelines and is scheduled and posted in a timely and strategic manner. The Social Media Intern will liaise with relevant student leadership, and they will provide information for design and content, which the intern will integrate into Instagram and Facebook posts and others as needed. The Social Media and Marketing Intern is an integral part of the Hillel at Miami team and is vital to the success of our organization.

### **Supervision**

The Social Media and Marketing Intern reports to the Assistant Director of Hillel at Miami University. Together, they will set goals for the year and check in weekly or as needed. Like all Hillel at Miami employees, the Social Media and Marketing Intern will undergo a mid-year review.

### **What you're great at:**

- Understanding of content development and social media algorithms
- Developing content relevant to students and other Hillel at Miami constituents (i.e. parents, donors, alumni)
- Marketing and its power to promote and connect with current and former Hillel at Miami students
- Connecting and engaging with a diverse audience
- Collaborating with professionals on what content should look like
- Responding to emails and other communications in a timely manner
- Organizing tasks to meet deadlines

## **What you'll do:**

- **Communication**
  - Engage with student leadership to ensure consistency of our social media across student groups and interests
  - Work with Hillel at Miami staff team to ensure that all programs are appropriately promoted on social media
  - Create and maintain a social media master calendar to coordinate and communicate postings throughout the year
  - Work with the Assistant Director to create the monthly newsletter
  - Update website calendar and Linktree with events and sign-ups links
  - If it's most efficient, develop a form for student leaders and staff to use to submit social media information to be published
  
- **Content Design & Publication**
  - Utilize Hillel at Miami's Canva and style guidelines to develop branded marketing materials and content for Hillel programming
  - Utilize our Social Media Guidelines in content development
  - Schedule and post to Instagram, Facebook, LinkedIn, and other social media platforms
  - Create content featuring students and staff of Hillel at Miami University

## **What you'll bring to the job:**

- Creativity and an eye for graphic design
- Strong work ethic with a team-oriented approach to work
- Time management skills
- Leadership skills and the capacity for effective teamwork and group leadership
- Organizational and verbal communication skills
- Sense of humor and fun attitude

## **What you'll get out of it:**

- Exclusive networking with Hillel alumni, major donors, and board members
- Mentorship match with a professional in your field of interest
- Advanced opportunities to find a summer internship
- Professional development and skill-building
- Add your Hillel experience to your resume
- Flexible work hours
- Weekly professional supervision
- \$12/hour