

# Internship Opportunity with Verdant Health Commission



**POSITION TITLE: Social Media Intern**

**REPORTS TO: Director of Marketing & Communications**

Part-time (10-15 hours per week at \$22 an hour). 6-month internship with option to renew for an additional 6 months. Students interested in completing the internship to satisfy requirements for credit are responsible for assuring all required paperwork and documentation is submitted.

## **Summary of General Duties:**

The Verdant Health Commission seeks a motivated and talented individual to actively work alongside the Director of Marketing & Communications to shape the future direction of the brand. During 2021, Verdant will use new media strategies to grow our reach while also conducting a redesign of our website and collateral materials. To thrive in this role, you must be able to work well independently and be a polished and confident communicator with enthusiasm for everything social, from copywriting to creative visuals to overall strategy to simply engaging with people on social platforms.

As an intern, you will be working closely with the director, who will provide you with real hands-on projects and regular tasks that use social media platforms to promote and manage Verdant's brand image. The intern will be able to apply classroom-based knowledge to projects and gain essential skills needed to be career ready. Verdant is dedicated to developing successful leaders, and we strive to make this internship as realistic and informative as possible.

## **Specific Duties:**

- Create and grow social media presence/profiles.
- Moderate comments across social media profiles.
- Maintain, post, and update social media profiles such as Twitter, Facebook, LinkedIn, Instagram, etc., with appropriate and appealing content.
- Create and implement a social content editorial calendar to support specific and timely marketing campaigns.
- Assist with social media and customer satisfaction reporting and analytics.
- Assist in loading/producing stories and creating social media graphics.
- Help develop strategies for capturing target audience and current customer engagement.
- Write and produce engaging press releases and grantee profiles.
- Other duties as assigned.

## **Qualifications and Education:**

- Advanced knowledge of popular social media platforms from a brand perspective.
- Highly organized.
- Ability to project prioritize and meet deadlines.
- Stellar communication skills.

- Ability to work independently.
- Analyze and resolve work-related problems.
- An abiding commitment to diversity, equity and inclusion in all forms.
- Ability to stay calm under pressure.
- A strong sense of integrity.
- Proficient in various software products including: Microsoft Office and Adobe Creative Suite. Candidates must make available an online portfolio of work completed using Adobe CS.
- Currently enrolled in an accredited college or university in junior or senior standing in marketing, communications, or related field of study.
- Minimum overall GPA of 3.0.

**Working Environment:**

- Duties will be performed in either a virtual or in-person office environment. Flexibility needed as the environment may change over the course of the internship.

**To Apply:**

- Submit resume and cover letter, along with access to an online portfolio.
- Deadline to apply is January 15, 2021 with qualified candidates interviewed on an ongoing basis.
- Successful candidates will need to provide 2-3 professional references (minimum of 1 supervisor and 1 instructor).

Verdant is committed to a diverse and inclusive workplace. Verdant is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status. For individuals with disabilities who would like to request an accommodation, please call (425) 582-8558.