



Social Media & Marketing Intern

Job Summary: The Social Media & Marketing Intern is responsible for assisting with marketing tasks under the supervision of the Marketing Director.

Status, Duration, and Scope of Position: Part-Time; Non-Exempt. Average of 20 hours/week for ~10-12 weeks spanning the Summer of 2023. Possibility of returning during the Fall '23 & Spring '24 semesters.

Essential Responsibilities:

- Work closely with the Marketing Director, who is responsible for all external communications, media relations, and MarTach administration.
- Create daily copy and content suggestions for College Houses' platforms.
- Work with our members to collect photos, videos, testimonials, and other assets that can be used to promote College Houses across various placements (social media, advertising, fundraising, et cetera).
- Capture and edit photos and videos.
- Create basic graphics for marketing and fundraising purposes.
- Write copy for social media, advertising, or blog posts.
- Make posts on & manage College Houses' social media accounts.
- Pursue opportunities to collaborate with other organizations and elevate complementary values.
- Update social media calendar.
- Track social media engagement to identify high-performing ideas and campaigns for scalability.
- With the help of the Marketing Director, create and execute a messaging campaign around a central theme/value proposition, with supporting pillars & proof points targeted at different audiences (i.e., prospective members, prospective donors, current members, and alums)
- Review and provide feedback on strategic content and other materials.
- Track and report work using project management software (Notion)
- Attend scheduled meetings
- Promptly respond to all work communication.
- Help create and maintain a welcoming and inclusive environment for applicants, members, staff, and the public.
- Treat everyone in a professional, respectful, and friendly manner.

Additional Responsibilities:

Responsibilities may include any of the following, depending on College Houses' needs and the interests and learning goals of the intern:

- Assist the Marketing Director with the creation of an e-commerce store backed by a printing and fulfillment service (e.g., printyourcause.com, hellomerch.com, printful.com, spod.com)
- Write thank-you notes to donors and send donor gifts.
- Develop advertising creative for digital and print using Adobe Creative Cloud, Canva, or Figma.
- Create and manage paid digital ad campaigns using Google, Meta, Reddit, and other platforms.
- Assist with Event Planning and coordination for member and alum events.
- Collect feedback from members.
- Use industry benchmarks, organizational analytics, and collected feedback to evaluate the efficacy of communication efforts.

Learning Outcomes:

The intern will have opportunities to gain experience doing some or all of the following:

- Promoting an established, mid-sized housing nonprofit to prospective residents & external stakeholders
- Creating advertising copy and creative
- Creating social media content and managing social media accounts
- Taking and editing photos
- Understanding budget constraints and assessing marketing ROI
- Understanding key social media performance metrics, and their drivers
- Using search and social media advertising
- Creating a messaging framework
- Creating messaging campaigns according to a framework
- Creating graphics, creatives, and other visual content according to a brand identity
- Conducting customer research
- Collecting user feedback
- Using Google Workspace
- Using Google Marketing Platform (Google Analytics, Google Search Console, Google Optimize, Google Tag Manager, Google Campaign Manager, Google Data Studio)
- Collecting, manipulating, and interpreting data to create reports
- Maintaining a dynamic workload and providing weekly status reports
- Launching an e-commerce platform
- Receiving and providing constructive feedback and editing work accordingly
- Working in a self-directed and collaborative manner

Qualifications:

- Deeply familiar with College Houses, including current members or recent members
- Available for regular in-person or remote meetings during College Houses work hours (10 AM - 6 PM)
- Able to manage and complete tasks independently and report the results
- Interested in learning new skills relevant to social media, communications, fundraising, and general administrative jobs
- Eye for detail, with an ability to carefully proofread various pieces of content and copy
- Familiar with mainstream social media platforms
- Early adopter of evolving social media landscape and all its related technological enhancements
- Skill and experience in oral and written communication
- Skill and experience in using computers and related software applications
- Skill and experience in handling multiple tasks and prioritizing
- Able to work with interruptions and changes in priorities
- Willing to work in a dynamic hybrid work environment without a permanent workstation
- Able to commit to working at least 15 hours per week and be able to commit to working at least one full weekday (8 hours) of their choice in the College Houses' office

The Ideal Candidate Brings:

- Mindfulness - when interacting with coworkers, customers, and communities, you begin where they are. You invoke optimism and seek to understand others by listening, inquiring, and responding.
- Creativity and willingness to take initiative and contribute new ideas to the team
- Openness and willingness to make a good-faith effort
- Ability to recognize when they need help
- Ability to ask for help when needed
- A high level of emotional intelligence
- An equal balance of both confidence and humility
- Fresh, dank memes

Working Conditions:

- Will be expected to work at least one day per week on average in the College Houses' office and maintain consistent communication when working remotely.
- May be expected to come into the office for scheduled meetings.
- Will have access to a computer and office equipment in the office when needed.
- Will work off-site and within our houses to coordinate marketing and fundraising activities.
- May spend extended periods at a desk working at a computer.
- May require repetitive use of a keyboard at a workstation.
- This position requires the ability to perform tasks that involve bending, lifting, walking, carrying, and using force equal to lifting up to 30 pounds, with or without accommodations.

Requested Documents:

- Please submit contact information for two references that can speak to the applicant's interpersonal/communication skills, reliability, or technical abilities.
- Proof of full vaccination against COVID-19 preferred

Disclaimer: This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements, or working conditions associated with the job. While this is intended to accurately reflect the current position and potential job scope, management reserves the right to revise the job or to require other or different tasks to be performed as assigned.