



Social Media Internship with IDEAS For Us!

Reports To:

Chief Operations Officer of IDEAS for Us: Admin@ideasforus.org

Details: Unpaid Internship - Minimum requirement 8 hours per week.

Must Attend Mandatory Intern On-boarding Day* *Check your college's deadline if registering for credit

IMPORTANT: We require an hour meeting each week to review assignments and delegate tasks for on-going projects. The rest of your hours will be working independently. If your other in-office hours need to change, please bring up your schedule at the mandatory internship onboarding day. Mandatory meetings cannot be shifted.

Details	Day of the week/Time	Location
Mandatory Weekly Meeting	Tuesdays 1 pm - 2 pm (1 hr)	*Online via Google Hangouts

Requirements:

- Must have an interest in sustainability initiatives.
- Must have a computer & reliable internet.
- Must have 8 hours per week to volunteer for IDEAS For Us.
- Must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.

Responsibilities:

- ✓ Researching environmental topics and marketing strategies to promote global sustainability in our 5 focus areas of energy, water, food, waste, and ecology
- ✓ Using social media marketing tools to create and maintain the company's brand
- ✓ Working with marketing professionals to develop social media marketing campaigns
- ✓ Interacting with customers and other stakeholders via the company's social media accounts
- ✓ Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- ✓ Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- ✓ Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs
- ✓ Organizing content, information, and more in our google drive & Airtable system
- ✓ Communicate with the department lead to prioritize needs for the week.
- ✓ Additional tasks that may arise to carry out the success of the program. Each week, we will be adding tasks to a weekly tracker and will delegate them out based on each assistant's strengths.

ACKNOWLEDGEMENT:

- ★ Any injuries that take place during your time as an intern will not be the responsibility of IDEAS For Us and must be covered by said intern.
- ★ Must reference the operating manual and read through the policies and procedures manual to ensure the proper safety protocols are implemented.

Sign up today at www.ideasforus.org/internships in the bottom form.