



Social Media Internship

Start & End Date:

April 2023 -
Volunteer Internship

Applicable Majors:

Digital Marketing, Communications, English, Videography, Marketing, Social Media Marketing

Why this position matters:

This unpaid internship is a great opportunity for you to build a significant portfolio showcasing your marketing skills. You will become a trusted member of the team with considerable responsibilities and lots of support and training. You will be able to show future employers how, because of your leadership and creativity, you improved engagement and increased donations to help hundreds of orphans! This is a position that won't just help you gain experience and a portfolio, this is an opportunity for you to change the future of children.

What this role is all about:

We are looking for a Social Media Intern who is creative and highly motivated to make a difference. You need to already have some marketing and social media management experience along with a passion for connecting with our past and future followers. You will be responsible for creating a deliberate and intentional marketing strategy that includes email and social media platforms. The strategy will build and grow brand awareness and create a positive online reputation.

Possible responsibilities are: creating original content for social media, managing paid ad campaigns, crafting and testing email messages to send people to landing pages on our website, and/or publishing blog posts to our website. Ideally, you should have a basic understanding of paid advertising and campaign calendar management, but we do offer training on these things wherever it's needed.

In short you will be responsible for:

- Manage social media marketing campaigns and oversee day-to-day activities including:
 - Create and manage promotions and social ad campaigns, being sure to integrate with the company's overall marketing campaign plan and channels.
 - Draft and schedule social media posts to Facebook, Instagram (Posts and Reels), LinkedIn, and TikTok.
 - Compile reports for management showing results (ROI).
 - Analyze key metrics and tweak strategy as needed.
 - Develop relevant content topics to reach the company's target customers.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Monitor trends in social media tools, applications, channels, design and strategy
- Participate in the Marketing Calendar to coordinate with Social Media
- Write email campaigns
- Develop A/B testing
- Report on email statistics
- Report on blog statistics
- Write blog posts

Required Skills:

- Experience with social media platforms; including Instagram and Facebook
- Experience and/or knowledge of market research and paid advertising
- Ability to connect analytics with strategies to build and nurture a community
- Ability to work on a team as well as independently
- Excellent written and verbal communication skills for copywriting; proficient in English
- Superb organizational skills
- Excellent time management skills; able to prioritize

Nice to Have Skills:

- Some Spanish skills
- An eye for design
- Ability to film/shoot video
- Ability to “perform” (speak confidently and energetically) in front of a camera



A note from the Executive Director:

If you want to apply for this position, the following should be true of you:

- You love writing! You enjoy writing stories, writing to explain new concepts, and writing persuasively!
- You need to take initiative and be willing to make mistakes. We've failed lots in the past and try to make new mistakes every day because we believe that is how you learn the quickest. You need to trust us to be cool and you need to be vulnerable.
- You aren't assumptive, you look for clarity and don't mind looking ignorant because you care more about being valuable than looking smart. You will understand why you are doing what is asked of you because you know we expect you to use your brain and make judgement calls regularly.
- You should know yourself pretty well - knowing your strengths and weaknesses (bonus points if you include your top 5 strengths from Gallup's Strengthsfinder assessment in your cover letter).
- You should be confident and friendly, not intimidated by others. You should be direct and to the point and not worry about hurting our feelings (but don't be mean).

About Us:

A Child's Hope Foundation (ACHF) is a 501(c)3 public charity that's mission is "Lifting Orphans from Surviving to Thriving." Please check us out at www.achf.org and look for us on FB and Instagram.

To apply, email your cover letter and resume to info@achf.org.