



www.lgpfc.org

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Social Media Marketing Intern

The Partnership for Children is a non-profit organization that provides funding, support, and implementation of local programs serving children and families. Our strategies include high quality pre-kindergarten programs, health initiatives, early literacy, and mentoring opportunities for Lenoir and Greene counties. We strive to prepare children for school success, offer families developmentally appropriate parenting skills, assist child care facilities to meet the highest quality standards and educate the residents of Lenoir and Greene counties so they can take advantage of our services.

We are looking for a talented social media marketing intern to engage our target audience, administer our social media accounts as well as contribute to website redesign and content. You will be responsible for creating original text and video content, managing posts and responding to followers. You will manage our organization's image in a cohesive way to achieve our marketing goals.

As a social media marketing intern, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views creatively.

Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

Social Media Marketing Job Duties:

- Develop brand awareness and online reputation by increasing and optimizing social media platforms
- Provide support for social media coverage at special events
- Contribute to website redesign and content management
- Create marketing and social media campaigns and strategies
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Generate, edit, publish and share daily content (e-newsletters, blog content, social media messages, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Assist with press releases and media alerts
- Develop a tool to measure your own progress as well as social media performance
- Report to Executive Director

Requirements

Students applying for this internship should be Marketing, Business or Communications majors. Students may also major in Family and Community Service with concentration in Marketing, Business, or Communications. Must be available 20 hours per week.

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