



Social Media Intern

Pittsburgh, PA/Remote

Part-time, Internship

Pay: \$12.00 /hour - up to 15 hrs./week

Vibrant Pittsburgh is seeking a part time Social Media Intern for Spring 2021. This position has the potential to extend through the Summer semester and is remote. The ideal applicant will possess strong knowledge of the digital media landscape, including various social media sites. The successful candidate will be responsible for posting content on social networks, engaging in online forums, creating email marketing campaigns, participating in online outreach and promotion, and more. An interest in diversity, equity, and inclusion is a plus. Those looking to gain valuable online media experience with an established organization are encouraged to apply. Learn more about us at vibrantpittsburgh.com

Responsibilities:

- Work with management to create and implement campaigns
- Create engaging social media content
- Proactively identify social trending moments and platform behaviors that Vibrant Pittsburgh can tap into and leverage in daily content creation/conversation.
- Actively engage Vibrant Pittsburgh community and maintain a consistent level responsiveness through all social platforms.
- Develop a social media posting schedule that incorporates considerations such as web traffic and stakeholder engagement metrics; monitor analytics to identify opportunities for growth
- Develop OKRs (Objectives and Key Results) with Vibrant Pittsburgh team

Preferred Skills:

- Excellent oral and written communication skills
- Experience with social media analytics, including Google Analytics and Facebook Insights
- In-depth working knowledge of Facebook, Twitter, Instagram, and YouTube
- Experience with Buffer and Canva

Qualifications Required:

- Must have your own computer or laptop
- Positive attitude and ability to work well with others and as a member of a team
- Previous related work experience is a plus
- Self-motivated
- Strong time management and organizational skills
- Strong written communication skills
- Attention to detail

Hours and Location: This position requires a minimum of 25 hours per month and can be done remotely. This is a paid internship. The role will start on January 11, 2021 and end in May or August 2021. The initial experience will last for a minimum of 20 weeks and will be revisited for the Summer term.

To Apply: Please send a cover letter and resume to Lora McKnight, COO and VP of Programs & Services, at loram@vibrantpittsburgh.org.

Visit vibrantpittsburgh.org | Email info@vibrantpittsburgh.org | Call 412-281-8600
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