

Social Media Intern (1-12HRS-IWI)

The goal of social media for the Fit Life Foundation is to gradually achieve superior online public health campaigns, community engagement, website traffic and donor relationships by strategically exploiting all aspects of the social media marketing roadmap.

We are looking for a motivated Social Media Intern to attract and interact with targeted virtual communities and networks users on blogs, Facebook, Twitter, LinkedIn and Instagram.

Responsibilities:

- Create and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize foundation's social media pages within each platform to increase the visibility of social content, public health campaigns, and calls to action
- Moderate all user-generated content in line with the moderation policy for each community
- Create and implement editorial calendars and syndication schedules for the launch of social media communications
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information by reporting data and informing directors, department heads, board members, and staff of foundation's social media status
- Collaborate with other departments (office of education and promotion promotional health, office of community outreach, etc.) to manage social media reputation, identify key players and coordinate actions to support social media strategies

Qualifications & Requirements:

- BS or masters in progress in Communications, Marketing, Business, New Media or Public Relations
- Proven working experience in social media or related marketing and communications fields
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online social media marketing and good understanding of major social media marketing platforms and media channels
- Positive attitude, detail oriented with good multitasking and organizational ability
- Fluency in English

NOTE: This is a remote position that requires weekly in person group meeting(s), and project input via technology use such as: google hangouts, webinars, Skype, Dropbox, iCloud and other clouds. The ideal person for this position has strong independent workmanship, computer and organization skills, scheduling experience, is self-motivated, organized, is comfortable with public speaking and has skills in Word, Excel, and Outlook. This person must be able to attend video conferencing training, individual and team meeting sessions.

To apply: email your cover letter and resume to nl.fitlife@gmail.com

The Fit Life Foundation for Child Obesity is proud to provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state and local laws. The foundation aims to deliver culturally appropriate messages and services to all youth, families and communities.