Overall Purpose:

The Digital Media Intern is responsible for creating and executing the agency social media strategy, working across key social media channels including Facebook, Instagram, and AZYP.org. This role offers the intern a total immersion into a social service non-profit and the successful candidate will work closely with development staff, external web vendor, and the agency’s clients and partners to learn about agency programs and the outreach and communications of a non-profit, social services agency. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among the community and partners.

Reports To:

CEO, Development Coordinator, Program managers

Key Duties:

1) Social Media Planning
   a. With guidelines from the Development Coordinator, create social media content for Facebook and Instagram.
      - Research each program and find/create applicable content
      - Develop “library” of content
   b. Monitoring and replying to comments on Instagram and Facebook
   c. Posting items on a daily basis, using scheduling to create posts to appear at appropriate times
   d. Liaising with staff internally to create content from program experiences
   e. Posting updates to the Company Facebook account
   f. Build Facebook ‘likes’ by approaching potential clients and candidates through other social media channels and email marketing campaigns.
   g. Post original content on AZYP.org to post to social media, and return traffic to azyp.org

2) Coordinating and Distributing Content
   a. Scheduling and coordinating a monthly brainstorming meeting AZYP CEO and Development coordinator to establish content ideas for the month ahead, and to plan for a monthly social media, calendar.
   b. Upload and manage agency program blog posts in WordPress at azyp.org (initially under supervision from a director).
   c. Repurpose content from other sources for our own social media

3) Understanding and monitoring social media analytics
   a. Track key social media analytics on a monthly basis, including Google Analytics
   b. Track and report website statistics using Google Analytics
   c. Use Google Reader to follow the blogs and content of our competitors and key
Key Skills Required for the Role:

- Excellent GCSEs, A-levels or equivalent, particularly in English, Literature, History or Politics;
- Proven written communication skills, and a passion for writing both short- and long-copy.
- Excellent verbal communications skills.
- An interest in marketing, communications, social media or reputation management;
- Familiarity with key social media tools (e.g. Instagram and Facebook) and with Microsoft Office products (e.g. Word, PowerPoint, Excel);
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work;
- An entrepreneurial attitude;
- Excellent attention to detail and a high motivation to learn;
- A proactive, service-focused attitude towards clients and candidates and the teams you support internally;
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges;
- An ability to prioritise work and complete tasks with quick turnaround times and minimal fuss; and
- The ability to work collaboratively with a team.