



## **SOCIAL MEDIA INTERN**

### **Job Description**

#### **BASIC FUNCTION**

The **Social Media Intern** is responsible for assisting the Marketing & Communications team in implementing GSBA's overall communications plan -- focusing specifically on digital communications -- to build awareness about GSBA within the community, and to increase membership and event ticket sales.

#### **REPORTING RELATIONSHIP**

- Director of Marketing & Communications
- Public Policy & Communications Manager

#### **PRIMARY DUTIES & RESPONSIBILITIES**

- Work with Marketing & Communications team to refine social media strategy and best practices
- Assist in managing social media channels and editorial calendar to ensure content is timely, relevant, and engaging
- Draft weekly e-newsletters to GSBA members
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Assist with website copywriting, proofing, and updating as needed

#### **QUALIFICATIONS**

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Ability to multitask in a fast-paced environment and to meet deadlines and to anticipate next steps or needs
- Self-motivation and able to work effectively both independently and with a team
- Superior organizational skills and extreme attention to detail
- Be available for at least 10 hours a week
- A bachelor's degree (or currently enrolled student) Marketing and Communications or equivalent work experience
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. HootSuite, Google Analytics)
- Strong working knowledge of email marketing applications (e.g. Constant Contact)
- Possess an understanding of basic layout, graphic design principles, intermediate computer skills, and be social media savvy
- Adobe Creative Suite experience a plus
- Strong computer software skills, especially Microsoft Word, Excel, and PowerPoint
- Strong interpersonal and relationship-building skills

#### **BENEFITS**

- Great introduction to: in Marketing & Communications; advertising and copywriting; and the LGBT, travel, and business communities.
- Class credit (if applicable)

**This is an unpaid internship.**

## **TO APPLY**

Please send the following to [Communications@theGSBA.org](mailto:Communications@theGSBA.org):

- Letter of interest (must include your experience working with the LGBTQ community)
- Resume
- Three professional references. Include names, emails, and phone numbers
- How you heard about this position.

Include “**Social Intern**” in the subject line of your email.

The position is available immediately. All applications will be reviewed and acted upon as they are received. The position will be filled as soon as the appropriate candidate is found. It is therefore recommended that you submit your materials as soon as possible.

The Greater Seattle Business Association (GSBA) is a proud equal opportunity employer committed to a diverse, multi-cultural work environment. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions and identities are encouraged to apply.

## **INTERNSHIP DATES**

February 2016 – July 2016