

POSITION OVERVIEW

Humanities Montana seeks a dynamic self-starter to assist social media efforts for a statewide nonprofit. The Humanities Montana Social Media Internship is a professional skills internship to assist the organization in implementing social media marketing strategies. The Social Media Intern will work independently as well as part of a team to fulfill organizational social media outreach goals and initiatives related to programming, grants, and fundraising. This internship requires 6 – 8 hours per week and can be remote.

POSITION DESCRIPTION

- Work with Humanities Montana staff and PR consultants to create compelling social media content for the Humanities Montana Facebook, Instagram, and Twitter accounts.
- Responsible for scheduling posts to organization's social media accounts.
- Track social media engagement to identify high-performing content and campaigns.
- Respond to social media account comments and DMs.
- Engage with stakeholders' social media accounts.
- Attend monthly virtual communications meetings and help update calendar of social media posts.
- Monitor organization's social media platforms and create comprehensive analytics reports.
- Explore new ways to tell Humanities Montana's story; enhance and expand social media engagement.
- Adhere to Humanities Montana brand guidelines and ensure brand message is consistent.
- Social media intern collaborates with the full Humanities Montana team and reports to the executive director.

QUALIFICATIONS

- Undergraduate or graduate student
- Excellent oral and written communication skills
- Excellent internet research skills
- Proficient in social media including Facebook, Instagram, and Twitter
- Knowledge or willingness to learn social media analytics software including Facebook Insights, Google Analytics, and Twitter Analytics to track audience engagement and campaign performance
- Experience with or willingness to learn Canva
- Strong work ethic, ability to take initiative, work independently, and manage time and priorities

BENEFITS OF THIS INTERNSHIP

- Practical experience with managing professional social media platforms, using social media analytics, researching best practices for increased engagement.
- Opportunity to help grow a statewide brand.
- Internship pays \$13 - \$15/hour.
- Academic credit may be available.

DATES OF INTERNSHIP

Fall 2022, full semester commitment required. May extend through Spring 2023 for the right candidate.

TO APPLY

Email the following application materials: Cover letter, resume, three references and choice of one work sample (details below) to sara.stout@humanitiesmontana.org

- One promotional social media post for Facebook, Instagram or Twitter, including copy and image/graphic
OR
- One Instagram reel, Tik Tok or YouTube edited video

DEADLINE FOR APPLICATIONS

Position open until filled.