**Marketing and Social Media Intern**

**Position Type:** 10-15 Hours Per Week

**Position Type:** Long-Term Internship (Up to a year)- Non-paid

**Reports to:** Marketing Communication Coordinator

**Hours:**Flexible

**Location**: Remote

**Position Summary:** This role involves collaborating with the Marketing Communications Coordinator to develop and execute a range of marketing initiatives and collateral, including but not limited to: partnership collateral, fundraising and promotional event collateral, social media, email and digital content, flyers, and market research. It is a fantastic opportunity to gain real-world marketing experience while contributing to our mission of bringing hope and healing to trafficking survivors.

**Responsibilities (include but are not limited to):**

*Marketing Interns support the Marketing Communications Coordinator to develop and implement outreach and promotional campaigns to boost brand engagement and increase engagement/awareness. The following information is intended to describe the overall nature and scope of the work being performed in relation to the position. This is not a comprehensive listing of all responsibilities or tasks; other work may be assigned when deemed appropriate:*

Responsibilities:

* Assist with the design and execution of social media campaigns
* Create weekly and monthly editorial calendars to promote company brands on various social media websites
* Create and distribute content such as blogs, infographics, videos on social media and website
* Track social media engagement to identify high-performing ideas and campaigns for scalability
* Brainstorm and research ideas for original content
* Create compelling graphics to share across social channels
* Write social media captions that speak to the company’s target audience
* Help create and edit short-form videos
* Market research of companies, partners, and administrative aspects
* Analyzing data, metrics, insights, analytics reports to see where we can improve
* Copywriting that includes newsletters, websites, internal documents, press releases, etc.
* Ensure the brand message is consistent

Requirements:

* Must be studying Marketing/Advertising or a related field
* Impeccable oral and written communication skills
* Excellent internet research skills
* Mastery of the major social media platforms, including Facebook, YouTube, Instagram, Twitter, and Canva
* Video editing software experience Descript, iMovie, or Adobe
* Knowledge of social media to track audience engagement and campaign performance
* Experience with content management systems and word processor applications

**Character Qualifications:** Safe House Project’s core values are innovation, collaboration, hope, integrity, and stewardship.

* Service-driven and relationship-focused
* Sense of ownership and stewardship
* Proactive problem solver
* Professional, positive attitude

**Healthy Living:**

* Develop intentional connections with staff members, volunteers, and partners
* Lead by example in modeling the characteristics of a Mission Driven Professional
* Embody the spirit of a lifelong learner