| **SCIENCE MUSEUM OF WESTERN VIRGINIA** |
| **JOB DESCRIPTION** |
| **Job Title:** Social Media Intern | **Department:** Marketing |
| **Reports to:** Director of Marketing | **Hire Date:** August 2020 |
| **Supervises Staff/Volunteers:** None | **Benefits:** No |
| **Exempt/Non-exempt:** Non-Exempt | **Full time/Part-time:** Part-Time |

**Purpose of the job:** The Social Media Intern is responsible for managing the Museum’s social media accounts, independently create and initiate a content plan designed to boost engagement, and adhere to organizational branding guidelines and philosophy.

**DUTIES & RESPONSIBILITIES**

1. Responsible for creating a weekly and/or monthly content plan;
2. Works closely with the Director of Marketing to effectively present the values and mission of the museum to the general public via social media;
3. Works closely with Directors of each museum department to coordinate photo/video opportunities;
4. Maintain excellent visual standards and ensure adherence to photo release form for learners;
5. Analyze marketing efforts and engagement to identify high-performing strategies;
6. Direct any communications with followers to Director of Marketing;
7. Work with current or new professional partnering organizations to increase reach;
8. Adhere to any and all COVID mitigation policies determined by the museum’s guidelines, and take part in any necessary COVID Staff Training;
9. Performs other duties as assigned;

**JOB QUALIFICATIONS**

**EDUCATION:**
* Minimum of a High School Diploma;

**EXPERIENCE:**
* Knowledge of social media platforms such as Facebook, Instagram and Twitter; Experience with photography and photo release forms, or willingness to learn;

**SKILLS:**
* Confident, bubbly personality that can be translated through social media platforms;
* Strong organizational, interpersonal and communication skills;
* Highly self-motivated, team player;
* Innovative and creative thinking;