

SCIENCE MUSEUM OF WESTERN VIRGINIA

JOB DESCRIPTION

Job Title: Social Media Intern

Department: Marketing

Reports to: Director of Marketing

Hire Date: Fall 2022

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. 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;