

Job Description

Social Media Intern, Fall 2021

Position Summary: The Fall 2021 Social Media Intern will play a pivotal role in executing Friendship Bridge's newly adopted Social Media Strategy. Directed by our U.S. Marketing & Communications Manager, this individual will have the unique opportunity to implement a strategy using digital tools to build online relationships with an online audience of donors, partners, and volunteers.

- **Location:** Remote Opportunity and/or Office is located in Lakewood, Colorado
- **Time Commitment:** 15-20 Hours Per Week for at least 6 weeks. Schedule is flexible.
- **Compensation:** This is an unpaid position, however, we offer a flexible schedule with the opportunity to ensure this internship fits your educational needs to earn school credit.

Responsibilities: The Social Media Intern is part of the Global Communications and Partnerships Team and will be responsible for supporting in the following areas:

Area 1: Content Writing

- Write engaging social media content that inspires our audiences to take action. Content should be tailored to our varying audience personas, with the goal of driving engagement based on a planned posting frequency.
- Develop $\frac{1}{3}$ promotional content, $\frac{1}{3}$ original brand content, and $\frac{1}{3}$ curated content based on a social media content calendar tool, already developed.
- Respond to inbox comments on each channel as needed, often in Spanish.

Area 2: Research

- Pull data analytic reports from each social media platform to track the effectiveness of our work and recommend ways to improve our approach.
- Stay abreast of new social media features, trending hashtags, and news 'hijacking' opportunities.
- Review daily news articles related to women's empowerment and Guatemala and understand curated content.



Area 3: Project Management

- Plan for and carry out the tasks in our Social Media Strategy by following our content planning workflow on Loomly.
- Take part in occasional teleconference meetings with management and staff.
- Log in and update profile settings in each social media platform.
- Take on marketing administrative tasks as needed.

Required Skills and Experience

- Spanish proficiency required.
- Experience writing social media content for professional, non-personal, purposes.
- Passionate about women's empowerment with a keen interest in nonprofit marketing, social media, and fundraising.
- Tech-savvy individual who can learn new digital tools quickly and independently.
- Organized, thorough, independent worker who can follow through on tasks completely.
- Strong research skills; can be trusted to fact-check from reputable sources.
- Flexible to assist with unforeseen tasks.

Desired Skills and Experience

- An understanding of the uses and benefits of various social media marketing tools, including hashtags, keywords, boosted posts, event promotion, and product promotion.
- Strong oral and written communications skills.
- Familiarity with Google Suite (Google Calendar, Docs, Sheets, Google Meet, etc.)
- Understanding of the international development field, specifically that of microfinance.
- Strong understanding of confidentiality, copyright, and fact-checking.
- An interest in, knowledge of or willingness to learn about volunteer management.

Tools we use:

- Social Media Platforms: Facebook, Instagram, Twitter, and LinkedIn
- Other Tools: Loomly, Canva, Salsa Engage, Smug Mug, and Adobe Creative Suite

Training: Training for this role will be conducted on an individual basis with the U.S. Marketing & Communications Manager, as well as various management staff on the Friendship Bridge team.

How to Apply: Please email resume and cover letter to Carrie Webber, U.S. Manager of Marketing & Communications at cwebber@friendshipbridge.org with the Subject Line: Social Media Internship Application



Our Mission

Friendship Bridge is a nonprofit social enterprise creating opportunities that empower women in Guatemala to build a better life. We use an innovative and high-impact approach to poverty alleviation by combining the tools of microfinance, education, and preventive health services. We call this Microcredit Plus. As a result of participating in our programs, our clients experience a combination of increased resilience, improved empowerment, and accelerated business development.

www.friendshipbridge.org