



Social Media Marketing Intern Job Description

Summary: The Social Media Marketing Intern will have the opportunity to enhance their experience in social media outreach, non-profit marketing, and development by supporting social media marketing and virtual fundraising efforts. This position helps to extend the resources of Warren County Habitat for Humanity, Inc. to better assist and direct the needs of our mission and vision.

Essential Duties and Responsibilities:

- Assist in development of social media marketing plan and editorial calendars for WCHFH
- Creation of social media posts for WCHFH's Facebook, Instagram, and Twitter pages
- Research stats and news for social media posts
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Logistic support for virtual fundraising events
- Any other duties as assigned by Executive Director

Requirements:

- Currently enrolled in college or a recent graduate with degree in digital communications or related field such as advertising, journalism or graphic design
- Be self-directed, willing to take initiative, detail-oriented and organized
- Strong oral and written communication skills
- Graphic design skill or experience
- Videography and video editing experience preferred, not required
- Experience with major social media platforms including Facebook, YouTube, Instagram, Pinterest, Snap, etc.
- Knowledge of social media analytics software, such as Facebook Insights to track audience engagement and campaign performance
- Knowledge of Google Analytics
- Interested in social media trends
- Copywriting and editing skills
- Creativity
- Ability to work under tight deadlines
- Passion for non-profit work and the field of affordable housing
- *Successful completion of Sex Offender Registry and Criminal Background Check*
- Attend volunteer orientation and complete training supervised by the Executive Director

Time Commitment:

- 4-5 months

- Approximately 12 hours per week
- Days are flexible

Location:

- Most work can be performed remotely; however, orientation would take place in-person with the Executive Director, Board President, and/or the Marketing/Public Relations Committee Chair at the Habitat office located at 109 Water Street, Front Royal, VA 22630.

Compensation:

- This is an unpaid position, but may be used towards college credit. WCHFH can provide a letter of recommendation upon completion of the internship.

About Warren County Habitat for Humanity, Inc.

Since 1976 Habitat for Humanity has worked nationally and internationally serving more than 35 million people worldwide by providing safe, decent, affordable homes to families in need. Warren County Habitat for Humanity, an affiliate of Habitat for Humanity International was established in 1993. Habitat's vision is of a world where everyone has a decent place to live. Habitat works toward this vision by building strength, stability and self-reliance in partnership with people and families in need of a decent and affordable home. WCHFH programs include new home construction, critical home repairs, homeownership education, and affordable housing advocacy. Habitat is a nonprofit Christian housing organization; however, all who desire to be a part of this work are welcome, regardless of religious preference or background.

If interested, please submit your resume and cover letter to Jessica Priest-Cahill, Executive Director Warren County Habitat for Humanity, Inc. at info@warrencountyhabitat.org.