

Social and Digital Media Intern Job Description

Updated December 20, 2016

INTRODUCTION:

The social and digital media Intern will play an active role in Sixteenth Street Community Health Center's online community presence. The intern will help maintain Sixteenth Street's activity on various digital media platforms and create and publish content that is relevant to our patients, community and donor audiences.

RESPONSIBILITIES:

Social Media

- Content creation for Facebook and Twitter
- Monitor social media channels to find articles, stories, appropriate posts for re-posting and other content that is relevant to our social media audience
- Promotes Sixteenth Street and program events on Facebook and Twitter according to their communication plans and schedules
- Assists in carrying out social media campaigns
- Completes other social media projects as assigned

Website

- Blog content creation – assist in content creation for bi-weekly, patient-centered blog
- Assistance with monthly E-newsletter content creation as needed
- Incorporates blog content and other content on website into Digital Media Strategy when directed
- Updates provider profiles as necessary
- Creates event pages as needed
- Completes other digital media projects as assigned

Social media monitoring

- Regularly observe online activity of relevant community organizations and news sources on Facebook and Twitter for relevant content to share and interact with
- Regularly observe relevant health and community related news sources to stay up to date on our environment and community

REQUIREMENTS:

- Creative and self-motivated. Comfortable with both taking initiative and working in collaboration
- Detail oriented with excellent written and verbal communication skills
- Bilingual in Spanish and English, or looking to improve language skills in Spanish
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook and Twitter
- Desire to work in a diverse, multicultural environment

- Available to work 15 hours per week

ELEGIBILITY:

This is a part-time unpaid internship and we require that you bring your own computer to complete internship projects and tasks.

Sixteenth Street is a mission driven environment, and caring for the patient and community is the backbone of all we do. Candidates should embody that mission and maintain a positive attitude, exhibit a strong work ethic and enjoy working with a wide range of personalities, people and departments. Most importantly, the candidate should be flexible and willing to take on multiple tasks. This internship will benefit someone who is interested in health communication, population health, marketing and PR, community relations and/or digital media strategies.

TO APPLY:

Please send your resume and cover letter to Alison True at alison.true@sschc.org.

