



JOB SPEC Social Media Intern

(INTERN POSITION)

Part Time, Work from Home Office

Summary:

The Social Media Intern is responsible for creating and maintaining Kindness Matters 365 (KM365) social media content, and occasionally content for the website, newsletters, and certain other communications. The Intern is responsible for developing monthly social media content calendars; creating graphic/photo and written content; regularly scheduling, posting, and updating content on social media and the website; and co-creating collateral materials and email communications for key audiences. The Social Media Intern will report directly to the Executive Director and work closely with the Chief Kindness Officer, the Executive Board Committee Chair-Marketing/Social Media Committee, and the KM365 team.

Qualifications:

- Understanding of and commitment to the KM365 mission, vision and Strategic Plan.
- Creative and organized; strong organizational, problem-solving, and analytical skills; ability to manage priorities and workflow.
- Kind interpersonal skills and ability to interface with differing personality types.
- Willing to work with flexibility (times and hours).
- Excellent communication and writing skills – AP-style familiarity is a plus.
- 2+ years of experience managing social media, including accounts on Facebook, Instagram, Twitter, LinkedIn, and YouTube. Experience with Hootsuite a plus.
- Experience in graphic design using Photoshop, InDesign, Canva, or similar.
- Proficiency in Event promotion via social media including posting, promoting, building interest, collaboration with partners.
- Basic knowledge of photography and understanding of what makes for a good photo.
- Familiarity with Microsoft Office and/or MAC OS.
- Working knowledge of Facebook Manager, ad management and Google Analytics.
- Nonprofit experience a plus.

Principal Accountabilities:

1. Creates compelling content that will build and sustain awareness and support for KM365 and its programs among internal and external audiences.
2. Manages social communication with audiences in alignment with the KM365 curriculum. Stays apprised of and attends relevant on and off-site KM365 events and occurrences as needed to photograph and document programs and initiatives on social media.
3. Creates and updates content calendars for daily posting on our social networks. Regularly researches social media trends and references KM365 archives to strengthen content planning.
4. Creates content for website including media clips, program statistics, campaigns, event landing pages.
5. Responsible for community engagement to include commenting on, liking posts, responding to questions, messages DMs.
6. Reports social statistics monthly to team and monitors email and web statistics.
7. Writes stories and conducts interviews with staff, volunteers, and donors for blogs and social media.
8. Maintains the KM365 photo archive.
9. Prioritizes support for the development team when required.

About the Organization: Kindness Matters 365 was started in 2008 by one mom in Boca Raton, FL for a group of 40 children. To date in Q3 2020, the foundation has grown to a successful 501(c)(3) non-profit organization with over 3,000 participants in 9 states, including kids in pre-school through high school, adults and families of all ages. Through extraordinary programs nourished with Gratitude, Compassion and Kindness, KM365 equips kids and teens with knowledge and skills for their social and emotional well-being. We empower their exploration and discovery in caring for themselves and each other, today and for our future.

For information or consideration, please email your interest and credentials to kgellen@kindnessmatters365.org