



SOCIAL MEDIA INTERN

STATUS: Student employment or paid internship

LOCATION: Duncan Alumni House, Millersville University

COMMITMENT: A minimum of 10 hours per week is preferred

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Create, manage, and maintain University appropriate content for social media sites including (but not limited to) Facebook, Twitter, Instagram, Pinterest, and Snapchat.
2. Stay connected with events, news, and noteworthy happening on and around campus.
3. Take photographs and/or videos when applicable to accompany posts on social media sites.
4. Manage social media email to communicate with clubs, organizations, departments and people on and around campus about social media posts.
5. Develop new ideas, themes or campaigns that can be implemented to engage and increase followers.
6. Monitor online interaction from community and respond when appropriate.
7. Work as a team with Communication Assistants on creating and managing social media content.
8. Analyze posts and adjust strategy for effectiveness, reach and community engagement.

Other duties may be assigned.

JOB QUALIFICATIONS & REQUIREMENTS:

1. Must have knowledge of or willingness to learn Twitter, Facebook, Pinterest, Instagram and Snapchat.
2. Must write in a professional manner that is acceptable to University administration.
3. Must have excellent English and journalism skills: writing, punctuation and spelling – within Associated Press Stylebook.
4. Must have experience with Microsoft Office, email and Internet research.
5. Must have flexible availability both in and outside of office, and able to monitor social media sites on own time.
6. Must have basic knowledge of public relations and marketing strategies.
7. Must have good written and verbal communication skills.

To Apply: Email resume to Janet.Kacskos@millersville.edu