

SAMPLE JOB DESCRIPTION: VIRTUAL INTERNSHIP

Section: Communications and Marketing

Hours per Week: 5 (Total of 20 hours over 4 weeks)

Preferred Relevant Fields of Study: Communications, Marketing, Advertising, Not for Profit Work

Scope of Work: Interns will be expected to:

- 1) Meet with the Director of Communications, Administrative Specialist, and Organization Staff to discuss the current social media presences and branding (via Zoom);
- 2) Complete background research and reading to familiarize themselves with the organization;
- 3) Identify and create a list of organizations similar organizations with strong social media presences;
- 4) Analyze success social media campaigns and create a list of best practices and strategies;
- 5) Deliver a social media plan based upon the above information and analysis.

Deliverables: A 3-page document detailing a new social media strategy to pursue in the coming year, including guidelines as to which social media platforms to use, what kind of content to post, and with what frequency.

Delivery Expectations: One document weekly, consisting of the research or analysis conducted that week.

To apply: Please submit a resume and one-page cover letter to XXXXXXXXXX (XXXX@email.com)