

JOB DESCRIPTION: Social Media and Community Engagement Intern

SUMMARY

BCPA's social media and community engagement intern will assist with client and in-house projects. Responsibilities will fall within the areas of public relations, social media and research. This is an unpaid internship position with flexible hours and the ability to work remotely.

RESPONSIBILITIES

Social Media

Assist in increasing social media presence of BCPA and maintenance of the BCPA blog.

Specific duties may include:

- Aggregation and distribution of content on various social media sites
- Social media monitoring and strategy development
- Writing articles and researching content ideas for BCPA blog
- Proof all content before distribution or posting
- Updating monthly blog content calendar
- Analyzing blog stats

Community Engagement

Assist in community engagement of BCPA members by:

- Adding events to online community calendars and new sources
- Assist in production of monthly e-newsletter
- Blog and website updates (WordPress knowledge is ideal)

QUALIFICATIONS

Candidates should have a passion for social media as well as be open to learning about new media trends in the industry. A degree in marketing, communications, public relations or similar area of study is a plus. A good understanding of the functions of Twitter, Facebook, and LinkedIn is essential. Other necessary skills include:

- Ability to work independently /Self-starter approach to work with an eagerness to consistently meet objectives
- Exceptional writing and editing skills
- Excellent verbal and written communication skills and follow-through
- Detail-oriented
- Familiarity with Business Continuity, Disaster Recovery, and Crisis/Emergency Management
- Skilled use of Microsoft Excel and Microsoft Word
- Must have own computer with basic Microsoft programs and access to Internet
- Must be able to attend monthly BCPA board meetings on second Thursdays of each month at noon in Edina
- Access to transportation to Edina

WORK ENVIRONMENT

Professionalism is expected at all times. Continuous learning is valued and encouraged. Questions always welcome!

HOURS AND COMPENSATION

This is a part-time, unpaid internship position. Estimated hours are between 4 and 8 hours a week.

HOW TO APPLY

Please send your cover letter and résumé to info@bcpa.org