

# **Special Olympics** Colorado



## Job Description

### Social Media Intern

The Social Media Intern is responsible for social media content for Special Olympics Colorado (SOCO) social media channels as directed by the Marketing and Communications team. This position will contribute to: creation/management of social media content, including but not limited to posting content to Twitter, Facebook, Instagram, YouTube & blog channels, capturing photo & video content, and tracking performance of social media content.

Reports to: Marketing and Communications Manager

#### Position Responsibilities:

- Creates and publishes social media content
  - Assisting with the creation and publishing of social media posts including photos, graphics, and video
  - Coverage of program and development events
  - Shooting video and photo content for use across SOCO's channels
  - Contributing to daily content planning and executing content assignments as directed, while ensuring content is well balanced
  - Track and view mentions, and share content as is appropriate
  - Respond in brand voice to comments and questions on all social
  - Create events on Facebook and provide updates to attendees
  - Create fun and visually engaging stories on Facebook and Instagram regularly
- Analysis of Social Media performance
  - Tagging of content in social media analytics platform
  - Reporting of consumption and engagement trends

#### Position Requirements:

- Current college senior or recent graduate or graduate student in journalism, public relations, communications or similar discipline
- Experience as a student working for a college newspaper, TV or radio station, website, college SID office or in a communications department of a sports organization a plus
- Willingness to work flexible hours
- Ability to work on multiple projects with deadlines
- Knowledge & experience with basic video production & still photography a plus
- Graphic design (Photoshop) experience a plus
- Proven superior verbal and written communication skills.
- High energy and passion for SOCO's mission is essential.
- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time.
- Excellent organizational and communication skills, both verbal and written.
- Ability to be cleared to work for SOCO through background screening process.
- All other duties as assigned.

We value our employees' time and efforts. We work to maintain the best possible environment for our employees where people can learn and grow. We strive to provide a

collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.