**South Jersey Cultural Alliance**

# Social Media Intern

Spring 2023

**MISSION:** The South Jersey Cultural Alliance (SJCA) unites cultural community members to create the synergy needed for an inclusive, thriving sector. We connect arts, history, cultural organizations, artists, and tradition bearers to each other and their communities, linking them to the resources and opportunities they need to flourish in the eight southern counties of New Jersey.

**INTERNSHIP OVERVIEW:**

SJCA is looking for a Social Media Intern to assist our Membership & Programs Manager. You will be responsible for managing our organizations social media accounts and engaging with the broader South Jersey arts, culture, and history organizations and professionals in the field on our Instagram, Facebook, LinkedIn, and Twitter.

We are looking for someone who is organized, willing to learn & grow, able to work quickly, efficiently, content calendar creation, in addition to being familiar with writing social media copies and creating Canva graphics.

We will be providing specific programming information for graphics and additional social media post ideas. We strongly encourage you to flex your creative muscles and provide insights and additional post ideas based off our strategic marketing and organizational goals.

**Responsibilities:**

* Manages SJCA’s social media accounts and posts content.
* Assist with social media marketing materials for special projects as needed.
* Brainstorms campaign ideas.
* Monitor our various social media platforms: Facebook, Instagram, Linkedin and Twitter.
* Analyzes analytics to gauge the success of campaigns.
* Understands the overall concept of the organization, including the brand, membership, purpose, and all other aspects crucial to the organization.
* Engages with followers to get them excited about our programming or organization.
* Provide suggestions to management for improving follower engagement on social platforms and internal processes.
* Learns and becomes proficient on internal software systems.
* Assists in creating performance reports.

**JOB DIMENSIONS/SPECIAL REQUIREMENTS:** The schedule will be based off student and organizational availability. FULLY REMOTE POSITION. For eligibility, the student must be enrolled for the Spring 2023 semester.

**STUDENT QUALITIES/EXPERIENCE DESIRED:** Strongly preferred: strong written and verbal communication skills, excellent time management, organized, ability to interact with diverse populations with respect, ability to work individually and with a team, accountability, experience in copy writing, Canva, social media management; bilingual in Spanish or French is a plus. Familiar with the arts & culture community.

**HOW TO APPLY:** Send your Resume and Cover Letter by January 30th, 2023, to the Membership & Programs Manager Shoanne Seijas at [*sseijas@sjca.net*](mailto:sseijas@sjca.net)*.* Portfolios are welcome but not required.Interviews will be scheduled through zoom, expect a response within a week a application.

**Education, Experience, and Licensing Requirements:**

* Graduating Senior
* Graduate student