

SOCIAL AND DIGITAL MEDIA INTERN - JOB DESCRIPTION

The Social and Digital Media Intern will play an active role in the development of Talerang's online community. The intern will maintain Talerang's presence on various social media platforms and help create and publish content that is relevant to our customer base. He/she will regularly analyze and report on the activity on social media networks as well as the Talerang website.

He/she will also assist in maintaining Talerang's archive of digital images, videos, and other content. The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

RESPONSIBILITIES

Social Media

- Updates Facebook and Twitter account.
- Responds to posts or comments to bring value to user's interactions with Talerang.
- Posts updates, news and announcements in a timely manner using appropriate content.
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our Facebook and Twitter page in a manner that invites conversation and interaction.
- Updates Facebook and Twitter accounts with current and relevant photos, video, or other content from Talerang activities and events.
- Grows Talerang online social networks by increasing fan-base and interactions.
- Maintains current information in Google+ and LinkedIn accounts.
- Completes other social media projects as assigned.

Digital Media

- Takes pictures and videos of training events to be developed into content for the Talerang website, Facebook and Twitter pages.
- Uploads Talerang photos and videos to the appropriate server or DropBox account.
- Organizes and archives digital images and videos.
- Completes other digital media projects as assigned.

Research

- Regularly observes the online activity of model organizations researches and reports on "social media best practices".
- Completes other research projects as assigned.

Analytics and Reporting

- Uses Google Analytics to assess trends and activity on the Talerang website.
- Uses Facebook Insights to assess trends and activity on the Talerang Facebook page.
- Uses Twitter Analytics to assess trends and activity on the Talerang Twitter page.
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.

REQUIREMENTS

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail oriented with strong written and verbal communication skills.



- Experience with Microsoft applications, basic photo-editing and video-editing software, and internet browsers. Experience with Photoshop and InDesign a plus.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Google+ and LinkedIn.
- Available to work 15 hours per week.

ELIGIBILITY

This is a part-time internship and we require that you bring your own computer to complete internship projects and tasks. While the internship is unpaid, we can provide a stipend to cover travel and any work-related expenses.

Candidates should maintain a positive attitude under pressure, exhibit a strong work ethic, and enjoy working with a wide range of personalities. Most importantly, the candidate should be flexible and willing to take on multiple tasks in a start-up environment. This internship will benefit someone who is interested in marketing, education, community relations, and audience development.

TO APPLY

Please send your resume and cover letter to Team Talerang at talerang@talerang.com