



### Digital Marketing: Social Media Intern

*Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this position at any time.*

<b>Internship Location</b>	700 Professional Drive, Gaithersburg, MD 20879
<b>Position Grade</b>	<b>3</b> ; background check includes Criminal Background and Social Security Address Report
<b>Focus of the Internship</b>	Intern will learn about social media technologies and techniques by assisting with online communication, awareness, and outreach efforts for our fundraising and advocacy campaigns. The intern will also have the opportunity to track project goals and successes, and contribute ideas to adapt and improve for future iterations.
<b>Learning Opportunities</b>	<ul style="list-style-type: none"> <li>• Learn about social media techniques and new technologies</li> <li>• Learn best practices in organizational social media communications</li> <li>• Strengthen research skills</li> <li>• Opportunity to attend webinars and presentations related to social media and emerging technologies</li> <li>• Foster an understanding of animal protection issues</li> <li>• Learn about The HSUS' major campaigns, programs, and mission</li> </ul>
<b>Orientation/Training</b>	Intern will be given an intern handbook and have access to a handbook covering HSUS policies. Intern will receive department-specific materials and on-site training specific to the role. The intern will meet with every member of the Social Media team to learn about each aspect of the department and attend the teambuilding retreat (if interning while offered).
<b>Intern Responsibilities</b>	<ul style="list-style-type: none"> <li>• Help manage social networking profiles</li> <li>• Assist in creating weekly reports analyzing activity and engagement on various social platforms</li> <li>• Expand our network of fans, followers, and supporters online by actively participating on social media sites and in the blogosphere</li> <li>• Research potential social networking and advertising opportunities and partnerships</li> <li>• Monitor buzz on animal welfare topics and HSUS mentions online</li> <li>• Explore and evaluate new technologies</li> <li>• Assist in campaign reporting using platforms like Google Analytics</li> <li>• Stay abreast of nonprofit technology and social media trends</li> <li>• Learn organizational priorities and policies and ensure they are reflected accurately in online correspondence</li> <li>• Attend and participate in Digital Marketing and Advancement staff meetings, working group meetings, and teambuilding events</li> </ul>
<b>Level of Difficulty</b> <b>1=easy/5=demanding</b> (physical, mental, emotional)	<ul style="list-style-type: none"> <li>• Physical difficulty is level 1; the work occurs in an office setting</li> <li>• Mental difficulty is level 3; requires strong communication and critical thinking skills, requires the ability to use good judgment when working independently</li> <li>• Emotional difficulty is level 2; the intern will be exposed to some emotionally-distressing issues at a minimal level</li> </ul>

<b>Expected Environmental Conditions</b>	Pet-friendly office environment
<b>Qualifications/Requirements for Intern Applicants</b>	<ul style="list-style-type: none"> <li>• Familiarity with social networking sites and technologies</li> <li>• Proficient with Microsoft Office</li> <li>• Basic knowledge of animal welfare and protection issues</li> <li>• Strong communication, interpersonal and organization skills</li> <li>• Able to work well independently and use good judgment including when communicating online</li> <li>• Able to learn quickly</li> <li>• Basic HTML/CSS knowledge preferred</li> </ul>
<b>Restrictions</b>	<ul style="list-style-type: none"> <li>• Must be able to learn and follow all guidelines and policies of The HSUS and the Digital Marketing and Advancement department, and follow directions given by staff</li> <li>• Must submit the required paperwork and pass a background check before being assigned</li> </ul>
<b>Internship Start Date</b>	Flexible
<b>Internship Time Commitment</b>	20 hours/week for approximately 12 weeks
<b>Internship Scheduling Guidelines</b>	Monday-Friday between the hours of 9 am and 5 pm
<b>Tools/Equipment Provided (including Personal Protective Equipment)</b>	Standard office equipment including a computer and access to the Internet
<b>Optional Tools/Equipment</b>	n/a
<b>Supervisor(s)</b>	Social Media team member
<b>Additional Mentor(s)</b>	
<b>Number of Concurrent Internship Openings</b>	1-2
<b>Additional Information</b>	<p>Our team works with nearly every campaign and program at The HSUS, and our intern will have the opportunity to learn and work side by side with these programs and campaigns. Additionally, the intern will be working hand in hand with other members in our Digital Marketing team. Our department plays a part in so many parts of the organization that our intern will have a well-rounded and exciting experience.</p> <p>The internship offers a daily commuting stipend of \$10.00 for each day the intern commutes to the office, paid on a monthly basis.</p>
<b>Updated</b>	8.23.2016