



# Content Creator Internship

## **Start & End Date:**

January 5, 2021 - May 13, 2021

## **Applicable Majors:**

Digital Marketing, Communications, English, Videography, Marketing, Social Media Marketing

## **Why this position matters:**

This internship is a great opportunity for you to build a significant portfolio showcasing your marketing skills. You will become a trusted member of the team with considerable responsibilities and lots of support and training. You will be able to show future employers how, because of your leadership and creativity, you improved engagement and increased donations to help hundreds of orphans! This is a position that won't just help you gain experience and a portfolio, this is an opportunity for you to change the future of children.

## **What this role is all about:**

We are looking for the Content Creator Intern who is creative and highly motivated to make a difference. You need to already have some marketing and social media management experience along with a passion for connecting with our past and future followers. You will be responsible for creating a deliberate and intentional marketing strategy that includes email and social media platforms. The strategy will build and grow brand awareness and create a positive online reputation.

Possible responsibilities are: creating original content for social media, managing paid ad campaigns, crafting and testing email messages to send people to landing pages on our website, and/or publishing blog posts to our website. Ideally, you should have a basic understanding of graphic design principles, paid advertising, and campaign calendar management, but we do offer training on these things wherever it's needed.



## **In short you will be responsible for:**

- Managing social media marketing campaigns including:
  - Creating and managing promotions and social ad campaigns, being sure to integrate with the company's overall marketing campaign plan and channels.
  - Drafting and scheduling social media posts to Facebook, Instagram (Posts and Reels), LinkedIn, and TikTok.
  - Compiling short videos for social media.
- Compiling reports for management showing results (ROI).
- Analyzing key metrics and tweaking strategy as needed.
- Developing relevant content topics to reach the company's target customers.
- Demonstrating the ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Monitoring trends in social media tools, applications, channels, design and strategy.

## **Required Skills:**

- Beginning level of video editing
- Experience with social media platforms; including Instagram and Facebook
- Experience and/or knowledge of market research and paid advertising
- Ability to connect analytics with strategies to build and nurture a community
- Ability to work on a team as well as independently
- Excellent written and verbal communication skills for copywriting; proficient in English
- Superb organizational skills
- Excellent time management skills; able to prioritize

## **Nice to Have Skills:**

- Some Spanish skills
- An eye for design
- Ability to film/shoot video
- Ability to "perform" (speak confidently and energetically) in front of a camera

## **A note from the Executive Director:**

If you want to apply for this position, the following should be true of you:

- You love writing! You enjoy writing stories, writing to explain new concepts, and writing persuasively!



- You need to take initiative and be willing to make mistakes. We've failed lots in the past and try to make new mistakes every day because we believe that is how you learn the quickest. You need to trust us to be cool and you need to be vulnerable.
- You aren't assumptive, you look for clarity and don't mind looking ignorant because you care more about being valuable than looking smart. You will understand why you are doing what is asked of you because you know we expect you to use your brain and make judgement calls regularly.
- You should know yourself pretty well - knowing your strengths and weaknesses (bonus points if you include your top 5 strengths from Gallup's Strengthsfinder assessment in your cover letter).
- You should be confident and friendly, not intimidated by others. You should be direct and to the point and not worry about hurting our feelings (but don't be mean).

## About Us:

A Child's Hope Foundation (ACHF) is a 501(c)3 public charity that's mission is "Lifting Orphans from Surviving to Thriving." Please check us out at [www.achf.org](http://www.achf.org) and look for us on FB and Instagram.

*To apply, email your cover letter and resume to [info@achf.org](mailto:info@achf.org).*