

# Daily Work

*Hands-on help for struggling job seekers*

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## **Web and Social Media Intern**

### **Job Description**

As a web and social media intern for Daily Work, your primary responsibility will be to assist with the creation, execution and maintenance of social media strategies and tactics, website content development and search engine optimization. In addition, you will assist with media relations and event management as needed. Specific duties include, but are not limited to:

- Assist in the overall development and improvement of Daily Work website
- Research how to improve Daily Work search engine results
- Write and develop web content
- Write and distribute monthly E-newsletter to Daily Work friends and donors
- Collaboratively develop social media strategy
- Recruit followers on Twitter and fans on Facebook
- Compose regular tweets for Twitter, posts on Facebook, regular updates to our blog
- Assist with answering the phone and greeting visitors as needed

### **Position Details**

- Part-time Internship: 10-12 hours/week. The internship is unpaid, but there will be opportunities for networking and professional development.
- Timeframe: September 2012 – May 2013. Minimum commitment of four months required.
- Schedule: Flexible from 9 a.m. - 6 p.m. with occasional other meetings.

### **Qualifications**

**Education:** Junior, Senior, graduate student or recent graduate with a major or concentration in public relations, journalism, marketing, or equivalent is preferred.

**Experience:** Previous internship experience in public relations, marketing/advertising or equivalent preferred. Prior clerical or administrative support experience in a non-profit or educational environment is a plus. Previous knowledge of AP Style preferred.

**Skills/Abilities:** The qualified candidate will have excellent writing, verbal, proof reading, editing, phone and organizational skills. Ideal candidates will also be flexible team players, self-motivated and detail-oriented individual with strong interpersonal skills, customer service orientation, excellent phone manner and communication skills, ability to prioritize and work well under deadline. Computer aptitude and Microsoft Office experience required. The successful candidate must pass B.C.I. background check.

**Benefits:** Opportunity to stretch your skills and be a key player in a small organization in several critical communications areas. Enjoy a fun, flexible work environment where you can see the difference you are making every day. Receive letter of recommendation from Daily Work after successful completion of internship. Internship could be available for credit based on your institution's guidelines.

**About Daily Work:** Daily Work is an independent, nonprofit organization providing individualized career services to job seekers who face significant barriers to gaining employment.