

JOB DESCRIPTION
SOCIAL MEDIA INTERN

POSITION SUMMARY:

The Social and Digital Media Intern will play an active role in the development of the Duke Catholic Center's online community. The intern will maintain the DCC's presence on various social media platforms and help create and publish content relevant to our community.

RESPONSIBILITIES:

- Keep the DCC social media sites current by soliciting information from staff and Catholic Center members and attending specific events for information collection.
- Plan/schedule posts at least one week in advance and submit to supervisor for approval.
- Post to social media sites in a manner that invites conversation and interaction.
- Produce creative, unique, and engaging visual images for use in social media posts.
- Respond to posts, comments, or messages from other users to strengthen community interaction.
- Grow the DCC's online social networks by increasing follower-base and interactions.
- Regularly observe online activity of model organizations and report on "best practices".
- Other duties as assigned.

QUALIFICATIONS:

- 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 photo-editing and graphic design. Photoshop and Illustrator experience a plus.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Instagram and Snapchat.

BENEFITS:

- Build your portfolio of work and establish employment reference from a highly productive organization.
- Contribute meaningfully to an organization that has become a leading innovator in Catholic campus ministry.
- Flexible scheduling.

PAYMENT:

- \$11.00 per hour
- Every two weeks

TIME AND TERM OF EMPLOYMENT:

- August 23 to Dec 17, 2021; January 5 to May 6, 2022.
- Minimum of 8, Maximum of 15 hours per week, every week.
- Not necessarily the same 15 hour time slots.
- Duties to be carried out at specific times agreed upon by the student and the Director of Communication on a weekly basis.
- Office location will be at the Duke Catholic Center's offices in the basement of Duke Chapel. Duties require student to travel around East Campus and West Campus. Student is responsible for all travel to and from.
- At times, the student will be asked to attend specific events at other locations on campus to photograph or gain information for posting on social media sites.