



### Job Description

Position: Social Media Intern  
Class: Unpaid Internship

Purpose: To manage the social media of Passage Home. Utilizing all social media platforms to support Passage Home's programs & services and increase awareness of organization.

Responsibilities: The Social Media Intern is responsible for managing the accounts of Passage Home's Facebook, twitter, Instagram, and any other platforms being utilized. Tasks include managing the social media calendar, creating a reserve of posts to pull from, scheduling posts into Hootsuite, and taking and organizing photos for social media.

The Social Media Intern is responsible for the daily posts of all social media accounts under the supervision of the Volunteer Coordinator, and the Director of Resources & Technology.

Activities:

- Collaborate with the social media team to gain an understanding of how and what we communicate to reach our primary audiences
- Manage social media calendar, and schedule social media posts in Hootsuite to be posted on all platforms in advance when possible
- Update social media accounts with activities and events going on in organization
- Handle content creation of social media posts, and help create content by assisting with photography of events and projects going on within the organization
- Assist in creating and implementing social media marketing strategies and tactics
- Perform research to find articles, stories, and resources, relevant to the organization, and create a reserve of post links for social media profiles
- Employ innovative tactics to grow the audiences of each of social media accounts. Increase the number of followers, and engage and follow other similar organizations or potential partners
- Track the growth and impact of social media on the organization
- Monitor and respond to social media activities on a regular basis and build relationships with new and existing audiences
- Assisting Volunteer Department in other areas as desired/needed

I have read my job description and I understand the duties described herein.

Signature \_\_\_\_\_ date

Supervisor \_\_\_\_\_ date

*Qualifications: This position does not require a four year degree, but experience with social media and communications is preferred. Must have excellent public relations skills, and verbal and written communication skills. Multi-tasking is critical, and the propensity to work within a dynamic, multi-cultural, diverse religious and corporate environment.*