



Social Media Intern

Job classification:	Part-Time, Non-Exempt
Reports to:	Executive Director
Hourly rate:	\$24/hr

Job Description

We are seeking a creative Social Media Intern to help our small nonprofit expand our audience. People's Memorial Association is the nation's leading deathcare education and advocacy nonprofit, and we offer over 30 long form (60+ minute) in-person educational classes each year and have a large library of past webinars. We need help editing these into short form videos (1-10 minute snippets) for social media platforms including TikTok, Instagram, Facebook, and YouTube.

You will work closely with the Communications Manager, Executive Director, and staff of The Co-op Funeral Home to curate our educational content and recordings for new content aimed at social media consumption.

This position is for a 20-32 hours per week position. The initial contract will be for 90 days (3 months), with the possibility of extending the contract based on the performance of those first 3 months.

Duties and Responsibilities

- **Content Creation:** Assist in creating and curating engaging content for social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok).
- **Social Media Management:** Schedule and publish posts, monitor comments and messages, and engage with our audience in a timely and professional manner.
- **Campaign Support:** Help plan and execute social media campaigns, including giveaways, promotions, and events.
- **Analytics:** Track and analyze social media metrics to measure the success of campaigns and provide insights for improvement.
- **Research:** Stay up-to-date with the latest social media trends, tools, and best practices, specifically with other deathcare organizations, to keep our strategies current and effective.
- **Community Engagement:** Build and maintain relationships with followers, influencers, and partners to foster an online community.



Working Conditions and Physical Requirements

This position can be performed 100% remotely. The office in Queen Anne is open for you to work in if desired, with a biweekly in-office day recommended for local applicants.

Qualifications

- No education requirements. Currently pursuing or recently completed a degree in Marketing, Communications, Journalism, or a related field preferred.
- Strong understanding of social media platforms, including their respective strengths and audience demographics.
- Creative thinker with a passion for content creation and storytelling.
- Excellent written and verbal communication skills.
- Basic knowledge of graphic design tools (e.g., Canva) is a plus.
- Familiarity with social media management tools (e.g., Constant Contact) is a plus.
- Strong respectful, compassionate, and ethical communication standards when it comes to discussing death and end-of-life matters. Familiarity with the subject matter of death and pre-death arrangements is desired.
- Enthusiastic about learning about end-of-life care and options in Washington state.
- Ability to work independently and as part of a team in a remote environment.
- Detail-oriented with organizational and time-management skills.
- Previous experience working at a nonprofit organization is preferred.

Supervisory Responsibilities

None.

<i>Job description approved by:</i>	Casey Husseman, Executive Director
<i>Date approved:</i>	August 19, 2024