

Social Media Intern Job Description

Job Title: Social Media Intern

Work Location: This position is at the Carolina Raptor Center Visitor's Center building, at 6000 Sample Rd, Huntersville, NC 28078. It requires reliable transportation to commute.

Purpose of Position: The purpose of our Social Media Intern is to work closely with our Marketing Manager to gain hands-on experience in social media management, digital marketing, and content creation within a non-profit environment. The ideal candidate will be passionate about wildlife conservation, have a keen eye for engaging content, and be eager to learn and contribute to our mission.

Essential Functions:

- Assist in developing and implementing a comprehensive social media strategy to increase online visibility and engagement.
- Create, schedule, and post content across various social media platforms (Facebook, Instagram, LinkedIn, TikTok, etc.).
- Monitor and respond to social media interactions in a timely and professional manner.
- Help design graphics, videos, and other multimedia content that align with CRC's brand and mission.
- Conduct research on social media trends, audience preferences, and best practices.
- Collaborate with the Marketing Manager and development team to align social media efforts with broader campaigns and initiatives.
- Track and analyze social media performance metrics to identify areas for improvement and growth.
- Assist in organizing and promoting on-site events through social media channels.
- Other duties as desired or assigned.

Qualifications:

This position best suits individuals with the following:

- At least 18 years old
- Interest in wildlife conservation and environmental education
- Proficiency in using social media platforms and tools
- Excellent written and verbal communication skills
- Basic photography and videography skills are a plus
- Can work self-guided and with others
- Willingness to work outside in a variety of conditions
- Ability to work with people from all backgrounds

- Must be able to positively interact with members of the public
- Ability to follow instructions, both written and verbal
- Willingness to speak up and ask questions

Commitment Expectations: This is an unpaid position. Interns are required to work at least 12 hours per week. Must be willing to work weekends and holidays as needed. Start and end dates are flexible. However, interns are expected to have a consistent schedule.

Physical Demands: While performing the duties of this job, the employee is frequently required to sit, talk and hear. The employee is occasionally required to climb, balance, stoop, kneel, crouch. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, color vision, and the ability to adjust focus. Work in this position will also include sitting, walking, bending, and standing. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Ability to work around sick and injured birds, potentially hazardous materials, cleaning chemicals, gas anesthetics, zoonotic diseases, and unpleasant odors. If you are immunocompromised or pregnant/planning to become pregnant, you should obtain medical clearance from your physician.

Work Environment: While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions, fumes or airborne particles, chemicals and vibration.

- Willingness to work under and handle stress in an appropriate manner.
- May be exposed to high, medium, or low noise intensity.
- May be exposed to extreme fluctuations in temperatures or weather.

Benefits:

- Gain practical experience in social media management and digital marketing within the non-profit sector.
- Work closely with a passionate and experienced team of conservation professionals.
- Opportunity to learn about raptor conservation and wildlife rehabilitation.

Other Requirements: You will need to pass a background check before starting, provided through Priority Background Information Solutions. A tetanus shot is highly recommended.