

Title: **Social Media Intern #SM10084**

Description: Under the direction of the Executive Director and Program Coordinator of the Newark Workforce Development Board, the Social Media Intern is responsible for assisting with the development and execution of the Newark 2020 HIRE Newark Jobs Program social media strategy, working across key social media channels including Facebook, Twitter, Instagram, and LinkedIn.

The successful candidate will work closely with key members of staff, project managers, and community partners to learn about social media, digital communications and consumer marketing. This role will be instrumental in increasing the program's social media presence and gaining visibility for our brand among jobseekers and local employers.

Schedule: 25-30 hours / week in the Summer
 15-20 hours / week in the Fall and Spring

Key Responsibilities:

- Assist with streamlining company social media accounts including Instagram, Facebook, Twitter, LinkedIn, YouTube, and other social media platforms, ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities
- Create accounts and increase the number of followers on various platforms by approaching local residents and job seekers through other social media channels and email marketing campaigns
- Post job and industry related post regularly on social media channels
- Monitor and reply to tweets and comments from candidates and clients
- Using posting tools to plan forward-looking post over weekends and holidays
- Post updates to the Agency LinkedIn, Facebook, and Instagram accounts
- Build Facebook likes by approaching potential jobseekers
- Use polls and surveys to build our social media footprint and reputation
- Liase with identified staff internally to ensure that their company profiles are accurate and up-to-date
- Propose channel-specific campaigns using various media types: photos, content, videos
- Push out NewarkWORKS and Newark2020 content for syndication using tools like SlideShare, LnRG, YouTube, Reddit, Scribd
- Track key social media analytics on a monthly basis including Google Analytics, Facebook, and LinkedIn
- Repurpose content from the agency's other social media channels and understand how to change the tone of the content for each channel
- Work with the Program Coordinator to create and send weekly and monthly email broadcast around content ideas and available jobs

You Will Gain:

- Unique insight into social media management through the lens of a government and workforce development agency
- Experience in coaching and individualized career planning
- Experience developing supplemental job search tools: personal branding, 30 second pitch, and networking strategies
- Ability to read and interpret workforce demand forecast, labor market data, and statistical models
- This is a great opportunity to work with our inspiring leader.
- Knowledge of Newark, NJ demographics with with specific understanding and awareness of how to effectively promote local hiring and securing employment within the cit
- Ability to analyze labor market information as it relates to the development and placement of job seekers in the region and how to effectively communicate this information to the community and job seekers
- Experience in creating content that is centered around socio-economic forces that impact local hiring initiatives

Qualifications:

- Experience in social media
- Exemplify professionalism and a positive image
- Excellent written and verbal communication skills
- Passion for writing both short and long-copy
- An interest in marketing, communications, social media or reputation management
- Excellent attention to detail
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work
- An entrepreneurial attitude
- Excellent attention to detail and a high motivation to learn
- A proactive, service-focused attitude towards clients and the community
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges
- An ability to prioritize work and complete tasks with quick turnaround times and minimal fuss
- Ability to work independently
- Ability to work collaboratively with a team
- Proficient in Office 365
- Strong organizational skills
- Adaptability and exemplary critical thinking skills

Supervision: The Executive Director and Program Coordinator to provide oversight, training, and guidance.

If you meet the above requirements, we'd love to hear from you. Submit your resume and two resumes you've edited or written. If selected for further evaluation, you will be contacted via email.

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