

Walker's Point Youth & Family Center

Title: Social Media/Marketing Intern

Reports to: Director of Communications & Fund Development

About Walker's Point Youth & Family Center

We meet the needs of runaway, homeless, and other troubled youth and their families from Milwaukee's diverse communities by providing services to empower youth, help them resolve personal and family problems, strengthen family relationships, and support safe and stable homes.

We are a private non-profit corporation and have helped provide Milwaukee area youth and families since 1976. We offer shelter, counseling, educational and other services to help youth resolve problems and strengthen family relationships.

Job summary

We are looking for a part-time social media and marketing intern. The ideal applicant will be empathetic, energetic, and self-motivated. Intern will help us develop and implement our marketing, communication, and public relations goals. The internship will be for the duration of the school year, 10-20hrs/week, depending on the needs of the employee to maintain work/school balance. \$15/hr. Intern would work in administrative offices or hybrid.

Responsibilities

- Collaborate with team to create social media content
- Assist with creating content calendar based on topics relevant to the organization (e.g. youth homelessness, LGBTQ+ youth advocacy, racial justice, mental health)
- Research social media presence of similar organizations
- Monitor analytics to identify viable ideas, trends, and growth patterns
- Participate in brainstorming sessions to share ideas, define strategy and be instrumental in bringing them to life

Requirements

- Respect privacy of clients we serve
- High school diploma or general education degree (GED) required or equivalent combination of education and experience.
- Strong writing skills
- Creative and loves to tell a good story through photos, videos, and words
- Proficient in relevant social channels, including Instagram, Facebook, LinkedIn and emerging channels
- A quick thinker and problem solver
- Interested in Marketing, Social Media, PR or Marketing

Skills

- Google suite
- Well-versed in social media platforms

Preferred skills

- Graphic design
- Photography
- Video creation