



POSITION DESCRIPTION

Title:	Social Media & Marketing Intern
Department:	PR/Marketing Department
Reports to:	Database Manager
Start Date:	January 15, 2025
Term:	School semester or to be negotiated
Compensation:	Volunteer, could earn school credit
Work location:	Minimum once a week in the office, otherwise remote work

RESPONSIBILITIES/TASK ASSIGNMENT:

- Agency social media analytics analysis
 - Review and report on trends (likes, followers, comments, shares) from 2024
 - Monthly review of analytics for 2025
- Publication analytics analysis
 - Review and compile a report on 2024 accomplishments
 - Monthly review for 2025
 - Review and report on trends
- Social Media content creation for various programs, as assigned
- Assist with the creation of presentations on marketing ROI
- Help grow the various social media audiences through following, commenting, DMs (as assigned)
- Linking HFM accounts to other like-minded organizations (following, commenting, sharing content), once approved by PR team

SKILLS REQUIRED:

- Knowledge of social media marketing
- Written English communication skills
- Detail-oriented with excellent computer skills

HELPFUL BUT NOT REQUIRED SKILLS:

- Graphic design for flyers (Canva, Adobe platforms)
- Presentation skills (Google, Canva, PowerPoint)
- Knowledge on how to use AI to write captions, headlines, comments
- Bi-lingual communication skills (English/Spanish or English/Creole)

If you would like to express your interest in this position, please reach out to Ammy Carralero with your resume at ammy@hopeformiami.org.