



Social Media and Marketing

Keep Pensacola Beautiful (KPB) is a non-profit affiliate of Keep America Beautiful. Our mission is to promote recycling education, community beautification and litter reduction. The 2018/2019 year will focus on a variety of new programs and events to promote these goals in our community.

The Social Media and Marketing Intern will assist the Education and Outreach Coordinator with social media management and marketing campaigns for the upcoming year of events. This will include designing media campaigns, graphics for use on Facebook and Instagram as well as helping with social media contests and content as well as reporting monthly social media metrics to the Executive Director.

The intern will also be asked to help draft press releases, emails, and other products to help promote and advertise Keep Pensacola Beautiful events. You will be asked to attend events and participate in other activities to support KPB as needed.

Required Qualifications:

- Excellent written and verbal communication, grammar and proofreading skills with acute attention to detail
- Proficiency in Microsoft Office (i.e., Word, Excel, PowerPoint, etc.) and extremely Web-savvy (i.e., searching, troubleshooting media, etc.)
- Ability to prioritize, multitask, manage complex workload and handle a deadline-driven environment while simultaneously maintaining a sense of humor is essential
- Ability to work independently, problem solve as necessary, and use the resources available to work out answers to questions

Desired Qualifications:

- Enthusiasm and passion
- Organized, responsible, detail oriented, and dedicated
- Strong project management and internet research skills

Individuals applying for this position should have an interest in marketing and some understanding of campaign branding and themes.

All interns are expected to act in a professional manner and may be asked to answer phones, greet people as they enter the office and assist at events. There will also be times when the intern will work with limited supervision and is expected to complete tasks as assigned.

This internship can be taken for credit but is unpaid. Interns are expected to make a commitment of 12-16 hours a week for one semester (internships can be extended after the completion of the first semester and review with both the Executive Director and Education and Outreach Coordinator). There should be no expectation of employment at the completion of the internship.

