



Date Posted:
Monday, May 18, 2015

Application Deadline:
Open until filled

Social Media & Digital Content Intern

ABOUT THE FOUNDATION: The Jason Taylor Foundation supports and creates programs that facilitate the personal growth and empowerment of South Florida's children in need by focusing on improved health care, education and quality of life.

DESCRIPTION: We are looking for an intern with a strong interest in social media who will assist the Special Projects Coordinator in creating content as well as the day-to-day maintenance of the Jason Taylor Foundation and blueapple Poetry social media platforms and websites. Candidates should be excited, curious, energetic and self-motivated to learn ALL aspects of social media including social media campaign planning, analytics tracking, reporting and analysis as well as digital content creation, including images and video for Facebook, Instagram, Twitter, YouTube among others.

RESPONSIBILITIES: The successful candidate will be expected to handle the following tasks:
Create and maintain weekly, monthly and quarterly social media content calendars relative to foundation programming and events; Update Twitter, Facebook, Instagram, and other social media sites; Work closely with JTF staff to assist in updating and improving both the editorial calendar and social media presence of the websites; Take photos, record basic video and develop visual content for a variety of social media platforms including Facebook, Twitter, Instagram and YouTube; Conduct competitive research, assist with social media analytics tracking and reporting, and contribute to ongoing social media analysis; Provide day-to-day social media monitoring support; Assist with building online presence through ongoing interactions with followers and fans; Track social media metrics and efforts and provide dashboard updates; Assist JTF staff as needed with various projects and special events, both internal and external; Use Adobe Creative Suites to update and create various materials; Provide proofreading and editing; Contribute to the creation of original and timely content for distribution via all social media platforms and as well as the electronic newsletter.

QUALIFICATIONS: Ideal candidates will possess the following knowledge, skills and/or abilities:
Pursuit of college degree in journalism, marketing or other related field; At least one year of administrative experience; Demonstrated proficiency in Microsoft Office and Adobe Creative Suite; Strong internet navigation and research skills; Great attention to detail and data entry skills; Strong interpersonal skills to work with a variety of people; Outstanding communication and interpersonal skills, both verbal and written; Ability to read, interpret and edit documents; Demonstrated ability to be proactive and solve problems; Detail oriented with ability to juggle multiple tasks while delivering results under appropriate timelines; Motivated, outgoing and goal oriented; Willingness to try new things and ask lots of questions; Ability to manage time independently and meet clearly articulated work quota.

COMPENSATION: This internship is unpaid; academic credit is preferred. However, the opportunity offers the following benefits: The intern will end her or his tenure with a stronger portfolio of project work, professional writing experience, documented social media experience, experience working with Constant Contact, and WordPress, and experience working as an active member of a small team. The intern will learn about nonprofit organizations, business to business marketing, and will be involved in strategy discussions.

OVERSIGHT AND ADDITIONAL INFO: Reports to Special Projects Coordinator. If receiving academic credit, a learning agreement will be executed between the intern, the JTF and the academic institution giving credit. This internship position is 20-40 hours per week with opportunity for it to be configured as semester long or other. Specific days and hours are negotiable.

HOW TO APPLY: Using a subject line of **Social Media Internship**, please send your **cover letter** and **resumé** to JTF Director of Operations, Sean Todd at sean@jasontaylorfoundation.com. Please consider the environment before sending faxes or hard copies of your application materials. **IMPORTANT:** Your cover letter should be a blog-style list that gives us 5 reasons you're the best intern for the job. This is NOT a traditional cover letter so show us your creativity. Also, please include the cover letter in the body of the email (do not attach!) You may still attach your resumé.

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