



*Keeping Watch Over Our Waters Since 1994*

## **Social Media Intern**

### About CRK

Chattahoochee Riverkeeper's (CRK) mission is to advocate and secure the protection and stewardship of the Chattahoochee River, its tributaries and watershed, in order to restore and preserve their ecological health for the people and wildlife that depend on the river system. This mission is accomplished through a variety of efforts including trash cleanups, educational initiatives, legal and governmental advocacy, water quality monitoring, strategic marketing partnerships, awareness-building campaigns, and more.

### About this position

The social media intern will work creatively with CRK's Communications Manager to develop strategic, engaging content that will be shared across multiple platforms. This work is crucial to CRK's mission, as social media not only increases awareness of and engagement with our work to protect the Chattahoochee, but it can also encourage followers to take positive action in support of our environment.

This is a remote internship. Interns must work a minimum 10 hours per week for the duration of the internship period. Scheduling of these hours will be decided between intern and supervisor. Intern is expected to log on on time and work the hours set forth at the start of the internship.

### About CRK internships

Interns will receive valuable real world and professional experience, networking opportunities with partners and sponsors, and will be an essential asset to CRK's vital work.

Ideally, we would like to compensate our interns financially for the crucial work they do to protect our river. However, as a nonprofit, our resources are often more limited than we would like. We are regularly contacted by students who would volunteer with us for free in order to gain industry experience. In response to this and the feedback from many of our past interns, who find value in being able to list this work on their resume and apply it toward their collegiate coursework, we made the decision to instead offer these volunteer opportunities as official positions with CRK.

We work hard to ensure that we fulfill all individual academic requirements requested by our interns, we remain extremely flexible with regard to scheduling and hours out of respect for these student volunteers, and we remain an active career advocate on their behalf both during and after their time with CRK, providing training in any specific skills they find interesting (even if those tasks fall outside of their position outline), and helping them in their job search within and beyond the nonprofit and sustainability space.

#### Required qualifications

- Experience with or supporting social media management and/or content creation
- Experience with video editing, preferably for social media platforms like TikTok
- Working knowledge of graphic design and photography principles, and ability to implement them using platforms such as Canva
- Proficient in Office applications
- Strong organizational skills
- Creative, positive, detail-oriented thinker

CRK will give preference to interns who are passionate about our mission and are capable of providing strategic suggestions to advance the organization's digital success.

#### Main duties

- Write copy for weekly social media posts, taking care to optimize copy for different platforms
- Edit videos for weekly social media posts, prioritizing new, engaging platforms like TikTok, and features like Instagram Reels
- Create some graphics using pre-made branded templates
- Research and suggest creative social media campaigns to be incorporated into CRK event planning, marketing partnerships, giving campaigns, and more
- Occasionally attend CRK events or projects, when possible, in order to capture visual content

#### Required application materials

- Resume
- One writing sample (can be a blog, article, or paper) or one video sample (of a video you created independently or worked on)
- Two social media post samples (can be from personal accounts or as part of professional experience)

#### Submit all materials to:

Name: Julia Regeski, Communications Manager

Email: [jregeski@chattahoochee.org](mailto:jregeski@chattahoochee.org)

In Subject Line: "Name", "internship applying for," "semester and year"

Example: Jane Smith, Social Media Internship, Fall 2021