



## Social Media Internship

**Job Type:** Part-time, Internship

**Location:** Virtual

**Semester:** Spring 2024

**Credit:** 3 credit hours

### JOB DESCRIPTION

The National Association for Media Literacy Education (NAMLE) is seeking a part-time Social Media Intern. As a team member, interns will be responsible for writing media literacy-related social media copy for an assigned social media channel, including Facebook, Twitter, Instagram, TikTok, Pinterest and LinkedIn. Ultimately, a successful candidate will be a team player with strong attention to detail looking to familiarize themselves with the media literacy community and gain experience writing social media content for a national non-profit organization.

### RESPONSIBILITIES

- Work alongside the staff to help execute monthly social media strategies,
- Provide creative insight into topics and strategies for the promotion of events and deadlines related to the annual conference or U.S. Media Literacy Week,
- Write creative/unique copy to accompany provided creative,
- Maintain the social media calendar and update it with copy in a timely manner,
- Work with the Communication Coordinator and Deputy Director to understand relevant upcoming events, important deadlines, and creative needs,
- Complete additional communications projects as assigned by staff,
- Submit an end-of-internship reflection about your experience.

### QUALIFICATIONS

#### Desired skills:

- Basic understanding of social media strategy and principles,
- Experience or interest in writing copy for social media,
- Experience with G Suite (Gmail, Google Drive, Google Sheets),
- Experience with or willingness to learn Canva and other design applications as needed,
- Experience with or willingness to learn Slack,
- Journalism/English students without social media experience are encouraged to apply!

#### The ideal candidate has/is:

- Exceptional written and verbal communication skills,
- Excellent proofreading and editing skills,
- Strong attention to detail,
- Ability to work independently in a fast-paced environment,
- Responsive to feedback,
- A flexible team player.

**Reports to:** Communication Coordinator

**Supervisor:** Deputy Director

## How to Apply

Interested candidates should submit their resume and cover letter to Carson McAfee, NAMLE's Communication Coordinator, via email at [cmcafee@namle.net](mailto:cmcafee@namle.net).

## About NAMLE

NAMLE is a nonprofit organization dedicated to advancing media literacy education across the United States and beyond. As the national umbrella organization for media literacy education, NAMLE offers free membership to individuals. Visit us online: <https://namle.net/>.

NAMLE is committed to providing equal opportunity for all employees and applicants without regard to race, color, religion, national origin, gender, age, marital status, sexual orientation, disability, political affiliation, personal appearance, family responsibilities, matriculation, or any other characteristic protected under federal, state or local law.

To learn more about NAMLE's presence on social media, visit our social media channels:

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[TikTok](#)

[Twitter](#)