**Social Media and Marketing Intern**

Reports to: Development Director/Executive Director

Hours:TBD based on internship credits

Compensation: Unpaid internship for college credit

**Organizational Overview:**

UpReach Therapeutic Equestrian Center, Inc. is a nonprofit organization dedicated to inspiring hope, fostering independence, and improving the physical, emotional, and psychological well-being of individuals with and without disabilities by partnering with the power of the horse.

**Position Summary:**

The social media and marketing intern will be responsible for the creation and implementation of multi-platform digital marketing strategies and tactics to raise awareness and funds for UpReach. This position is a unique opportunity to work with a seasoned, collaborative team and contribute to the growth of an expanding non-profit. Your days will be varied, and fast-paced and work hours can be scheduled flexibly.

**Key Responsibilities:**

* Live & breathe social media every day: which means leading the strategy, planning execution, measurement and ongoing optimization of all social media and digital marketing channels
* Create and manage a monthly “social media and digital marketing calendar”
* Develop social media, email marketing, and digital marketing strategies, campaigns, and promotions to support awareness, fundraising, and volunteerism efforts
* Think creatively and inject UpReach’s branding and mission into everything you create
* Ensure all social content adheres to choosing words with dignity, person-first language, as well as maintains participant confidentiality

**Skills and Experience:**

* Experience with Microsoft Suite especially Word, Excel, and PowerPoint, Mail Chimp, graphic design software, specifically Adobe Creative Suite is a plus
* An effective communicator, both written and oral, as well as the ability to communicate in a professional manner with participants, volunteers, and staff
* Can navigate Facebook, Instagram, and other various social media platforms for content sharing and analytics tracking (Twitter, LinkedIn, YouTube) with confidence
* Prior experience writing, posting, and scheduling blog content
* Able to balance various projects simultaneously with attention to detail and follow through
* Contribute input and creative ideas and most importantly have enthusiasm for the mission of UpReach and those we serve

**To apply:**

Please submit a cover letter, resume, and a writing/media content sample to [Sara@upreachtec.org](mailto:Sara@upreachtec.org).

Subject line: Social Media and Marketing Intern.