



UpReach Therapeutic Equestrian Center, Inc.

153 Paige Hill Road PO Box 355
Goffstown, NH 03045 603.497.2343

IMPROVING LIVES WITH THE **POWER OF THE HORSE**

Social Media and Marketing Intern

Reports to: Development Director

Hours: Part-time (10 – 20 hours/ per week)

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 is responsible for the creation and implementation of multi platform digital marketing strategies and tactics to raise awareness and funds for UpReach. This internship 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:

- Must be computer literate (working knowledge of Microsoft Suite especially Word, Excel, and PowerPoint). Experience with 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
- Digital wiz with full competencies navigating Facebook and Instagram and any other various social media platforms for content sharing and analytics tracking (Twitter, LinkedIn, YouTube)
- Prior experience writing, posting, and scheduling blog content
- Excited to 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 veronica@upreachtec.org.

Subject line: Social Media and Marketing Intern.

UpReach Therapeutic Equestrian Center, Inc. is an Equal Opportunity Employer and does not discriminate on the basis of sex, race, age, national origin, ethnic, background, disability, or any other characteristic protected by law.