

SOCIAL MEDIA STRATEGIST INTERN

Job Description

BASIC FUNCTION

The **Social Media Strategist Intern** is responsible for assisting the Director of Marketing in implementing Sioux Falls Development Foundation's and Lincoln/Minnehaha Counties Economic Development Associations' overall communications and marketing plan -- focusing specifically on digital communications -- to build awareness about SFDF within the Sioux Falls and surrounding area, and to site selectors.

REPORTING RELATIONSHIP

- Director of Marketing

PRIMARY DUTIES & RESPONSIBILITIES

- Work with the Director of Marketing to refine social media strategy and best practices
- Assist in managing social media channels (Facebook, Twitter, LinkedIn, Instagram) for SFDF and Lincoln/Minnehaha County Economic Development Associations
- Managing editorial calendars for SFDF and LCEDA/MCEDA to ensure content is timely, relevant, and engaging
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Keep up-to-date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Assist with website copywriting, proofing, and updating as needed
- Assist with groundbreaking ceremonies as needed

QUALIFICATIONS

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for 15 hours a week
- A bachelor's degree (or currently enrolled student) in the marketing, advertising, journalism, communications, new media or equivalent degree/work experience
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. Buffer, Google Analytics, Linktr.ee, Adobe Spark)
- Adobe Creative Suite experience a plus

BENEFITS

- Résumé building experience in marketing and communications, relationship management, and other aspects of community relations
- Great opportunity to learn about what happens behind the scenes of economic development and how it benefits Sioux Falls
- Class credit (if applicable)

REFERENCES

- References should speak to the applicant's sense of camaraderie, integrity, professionalism, responsibility, and flexibility

SOCIAL MEDIA STRATEGIST INTERN TASK LIST

- Manage social media for SFDF
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - YouTube
- Manage social media for LCEDA/MCEDA
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Provide weekly analytic reports for both SFDF and LCEDA/MCEDA on all social media channels
- Create channel content calendars for SFDF and LCEDA/MCEDA
- Assist Director of Marketing with marketing campaign development and implementation
- Attend groundbreaking ceremonies
 - Take photos
- Explore our regional communities with Director of Marketing
 - Showcase the communities
 - Get photo and video to use for advertising materials
- Explore Sioux Falls with Director of Marketing
 - Showcase our community
 - Get photo and video to use for advertising materials
- Attend YPN, Chamber, Zeal Center, and other events with Director of Marketing
- Help gather additional stories for siouxfalls.com

IDEAL SOCIAL MEDIA STRATEGIST INTERN FORMAT

- 6-month internship program
 - Intern would come in for scheduled hours – remote work as needed for location of intern
 - Intern to use their own laptop/computer
- Paid position split between SFDF and LCEDA/MCEDA
 - ~\$12 an hour for 15 hours a week
- Intern could receive credit from school for being our intern