



BOYS & GIRLS CLUBS
OF PORTLAND METROPOLITAN AREA

Boys & Girls Clubs of Portland
Internship Opportunity
Social Media Marketing Intern – Winter/Spring 2019

ABOUT Boys & Girls Clubs of Portland Metro (BGCP)

BGCP'S mission is to empower all young people, especially those who need us most, to discover their full potential as caring, engaged, responsible community members. Celebrating over 70 years of providing Portland-area young people with a safe and enriching place to belong when school is out, BGCP currently serves approximately 5,000 youth across three counties. The organization operates Clubhouses throughout the Metro area; hosts Club sites in partnership with the Clackamas School District and is the Schools Uniting Neighborhood (SUN) provider at Margaret Scott Elementary School in the Reynolds School District.

Social Media Marketing Intern

Want to have fun, get an inside look at the nonprofit world and build your social media marketing skills, including content creation and management, audience segmentation, event promotion, and fundraising? If this sounds like you, come join us at Boys & Girls Clubs of Portland Metro for the spring semester, January – May 2018. You'll work with our Marketing and Development staff to manage our day-to-day social media channels, share the story of what we do each day in the Clubs, increase our online reach and engage with the public, and make our fundraising efforts a roaring success!

This would be an unpaid, possibly for-credit internship (depending upon your university or college) at our Administrative office in SE Portland, requiring at least 10 hours of your time per week. Your scheduled hours could be flexible, Monday through Friday, 8:30am to 5pm.

Ideal opportunity for students majoring in the following fields:

- Advertising
- Marketing
- Communications
- Fundraising or Philanthropic studies

To apply, please submit the following by email to jobs@bgcportland.org:

1. **Your resume**
2. **Cover letter describing your interest in the internship, as well as availability**
3. **3 professional references**

*** Applications without cover letter will not be considered.**

Projects and Responsibilities:

- Social media management:
 - You'll help craft social media posts for our four platforms: LinkedIn, Facebook, Twitter, and Instagram
 - Organic online engagement through commenting, liking, and sharing posts
 - Participate in strategic discussions on how we can better leverage and optimize each of our social media channels
 - Act as an information hub, receiving and distributing information about programs happening at our 10 Club locations

- Review and share information about various ongoing and time-sensitive promotions from Boys & Girls Clubs of America
- Seek out and share interesting news or content related to the mission of the Boys & Girls Clubs of Portland, including local issues, information sharing, education, STEM, equity, and trauma informed care
- Set promotional schedules for local fundraising efforts and events
- Responsible for generating weekly/monthly analytics on performance of posts, growth, and how we are tracking to our annual goals
- Research social media influencers with a connection to the Clubs, discuss and help determine influencer strategies and best practices for 2019, individuals with appropriate Development or Marketing staff members
- Online cultivation and stewardship of donors, including projects such as research, outreach, engagement, event follow up, and other communications
- Potential for right person to integrate social media efforts with our Classy.org fundraising platform, and/or email campaigns
- Other tasks as assigned

Necessary skills:

- Meticulous attention to detail
- Excellent reading and writing skills, with ability to edit the work of themselves and others
- Ability to independently conduct research and present new ideas
- Experience using social media, including Instagram, Facebook, LinkedIn, and Twitter
- Understands the digital landscape and importance of differences between social media platforms, including hashtags and tagging partner agencies
- Can comfortably use Microsoft Office Suite

Desirable skills:

- Experience using Hootsuite to schedule posts
- Understanding or experience with segmentation strategies based on location, interests, age
- Familiar with social media advertising through Facebook and Instagram
- Interest in analytics and results-driven social media strategy
- Interest in graphic design or familiarity with Photoshop, Illustrator, and InDesign
- Experience with photography, videography, or editing software