



Social Media Intern
Pittsburgh, PA/Remote
Part-time, Internship
Pay: \$15.00 /hour - up to 15 hrs./week

Organizational Background

Vibrant Pittsburgh envisions a future where Pittsburgh employers offer inclusive workplaces that foster prosperity and belonging, making them a top choice for people of all backgrounds. Vibrant Pittsburgh accelerates the business community toward equitable, inclusive, and diverse workplaces, creating a future-forward region.

Position Description

Vibrant Pittsburgh is seeking a part time, remote work Social Media Intern. The ideal applicant will possess strong knowledge of the digital media landscape, including various social media sites. The successful candidate will be responsible for posting content on social networks, engaging in online forums, creating email marketing campaigns, participating in online outreach and promotion, search engine optimization, and more. An interest in diversity, equity, and inclusion is a plus. Those looking to gain valuable online media experience with an established organization are encouraged to apply. Learn more about us at vibrantpittsburgh.org.

Responsibilities:

- Assist in developing monthly email newsletters
- Develop content calendars on a weekly and monthly basis
- Monitor analytics to identify opportunities for growth
- Work with management to create and implement campaigns
- Create engaging social media content
- Proactively identify social trending moments and platform behaviors that Vibrant Pittsburgh can tap into and leverage in daily content creation/conversation.
- Actively engage Vibrant Pittsburgh community and maintain a consistent level responsiveness through all social platforms.
- Develop a social media posting schedule that incorporates considerations such as web traffic and stakeholder engagement metrics

Preferred Skills:

- Excellent oral and written communication skills
- Experience with social media analytics, including Google Analytics and Facebook Insights
- In-depth working knowledge of Facebook, Twitter, Instagram, and YouTube
- Search Engine Optimization (SEO) experience
- Experience with Constant Contact and Canva

Qualifications Required:

- Must have your own computer or laptop
- Positive attitude and ability to work well with others and as a member of a team
- Previous related work experience is a plus
- Self-motivated
- Strong time management and organizational skills
- Strong written communication skills
- Attention to detail

Hours and Location:

This position requires a minimum of 25 hours per month and can be done remotely. This is a paid internship. The role will begin in January 2023 and end in April or May 2023. The initial experience will last for a minimum of 10 weeks and will be revisited for the Summer term.

To Apply: Please send a cover letter and resume to Derrick Shoffner, Sr. Director of Programs and Services, at derricks@vibrantpittsburgh.org.

Vibrant Pittsburgh provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, ancestry, sex, national origin, age, disability, sexual orientation, gender identity and/or expression, genetics, or any other status protected by the laws or regulations in the locations where we operate. In addition to federal law requirements, Vibrant Pittsburgh complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.