



**Junior
Achievement**[™]
of Southeastern Pennsylvania

**Social Media Intern
Hybrid work environment
Compensation: Academic Credit**

COMPANY SUMMARY:

Junior Achievement: Empowering young people to own their economic success[®]

Junior Achievement of Southeastern PA's purpose is to inspire and prepare young people to succeed in a global economy. Junior Achievement served 20,000 students last year in relevant, hands-on learning experiences that teach young people to manage their money, plan for their economic future, own their own businesses, and develop readiness for careers or college.

Junior Achievement associates are known for their passion for the JA mission that brings together business and education to work with students in kindergarten through high school so they are empowered to own their economic success. Members of the JA team interact with community leaders who support JA with their time, treasure, and talent. Junior Achievement of Southeastern Pennsylvania offers a collaborative, inclusive work environment and the opportunity to impact the lives of young people in our community.

POSITION CONCEPT:

The intern is responsible for assisting in a range of marketing initiatives within an organization. Their duties include tracking analytics for social media campaigns, creating social media posting schedules and writing captions for social media posts.

Area: Communications and Development

Reports to: Communications and Development Director

Social Media Intern Duties and Responsibilities

The intern will support the staff to develop and implement outreach and promotional campaigns to boost brand engagement and increase revenue. The duties and responsibilities of a Social Media Intern include:

- Assist with the design and execution of social media campaigns
- Create weekly and monthly editorial calendars to promote company brands on various social media websites
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support marketing team at live and online event
- Perform social media marketing research
- Assist on influencer campaign strategy
- Respond to comments and DMs on social media platforms

- Brainstorm and research ideas for original content
- Create compelling graphics to share across social channels
- Write social media captions that speak to the company's target audience
- Help create and edit short-form videos
- Develop new strategies for increasing engagement
- Assist with photo/video content shoots
- Ensure brand message is consistent

EDUCATION/EXPERIENCE REQUIRED:

- Preferred: college student or other individuals with social media experience.
- Experience with social media campaigns and branding.
- Strong Computer literacy in Microsoft Office, including SharePoint.
- Ability to work independently on multiple projects under strict deadlines.
- Ability to maintain confidentiality.

Interested candidates should submit a cover letter and resume to Joy Isabelle at joy.isabelle@ja.org.