



## **SOCIAL AND DIGITAL MEDIA INTERN --- JOB DESCRIPTION**

The Social and Digital Media Intern will play an active role in the development of Smokefreerockquest (SFRQ) and Smokefree Pacifica Beats (SFPB) online communities. The intern will maintain SFRQ and SFPB presence on various social media platforms and help create and publish content that is relevant to our customer base. He/she will regularly analyze and report on the activity on social media networks as well as the SFRQ and SFPB websites.

He/she will also assist in maintaining SFRQ and SFPB's archive of digital images, videos, and other content. The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

### **RESPONSIBILITIES**

#### **Social Media**

- Updates Facebook ,Twitter, Instagram, Snapchat, and Youtube accounts.
- Responds to posts or comments to bring value to user's interactions with SFRQ and SFPB.
- Posts updates, news and announcements in a timely manner using appropriate content.
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our Social pages in a manner that invites conversation and interaction.
- Updates Social accounts with current and relevant photos, video, or other content from SFRQ and SFPB activities and events.
- Grows SFRQ and SFPB online social networks by increasing fan-base and interactions.
- Completes other social media projects as assigned.

#### **Digital Media**

- Takes pictures and videos of events to be developed into content for the SFRQ and SFPB website, Social pages.
- Uploads SFRQ and SFPB photos and videos to the appropriate server or DropBox account.
- Organizes and archives digital images and videos.
- Completes other digital media projects as assigned.

#### **Research**

- Regularly observes the online activity of model organizations researches and reports on "social media best practices".
- Completes other research projects as assigned.

#### **Analytics and Reporting**

- Uses Google Analytics to assess trends and activity on the SFRQ and SFPB website.
- Uses Facebook Insights to assess trends and activity on the SFRQ and SFPB Facebook page.
- Uses Twitter Analytics to assess trends and activity on the SFRQ and SFPB Twitter page.
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.

### **REQUIREMENTS**

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail oriented with strong written and verbal communication skills.



- Experience with Microsoft applications, basic photo-editing and video-editing software, and internet browsers. Experience with Photoshop and InDesign a plus.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Instagram, Snapchat, and Youtube.
- Available to work 15 hours per week during office hours.

#### **ELIGIBILITY**

This is a part-time internship and we require that you bring your own computer to complete internship projects and tasks. While the internship is unpaid, we can provide an allowance to cover travel and any work-related expenses. This is Auckland Central based. Starting 1<sup>st</sup> May, 2017 (or before) – 5 month contract.

Candidates should maintain a positive attitude under pressure, exhibit a strong work ethic, and enjoy working with a wide range of personalities. Most importantly, the candidate should be flexible and willing to take on multiple tasks in a start-up environment. This internship will benefit someone who is interested in marketing, education, community relations, and audience development.

#### **TO APPLY**

Please send your CV and cover letter to the Rockquest Promotions Team at [matt@smokefreerockquest.co.nz](mailto:matt@smokefreerockquest.co.nz)