



Lake Burton Civic Association

Social Media Summer Intern

The ideal candidate will be dedicated, self-starting, and eager. They will be able to develop and enhance their social media, SEO, and digital marketing skills for our membership organization and nonprofit.

Part-time Intern Position

Pay: \$18/hour, 20 hours a week, Mid-May-Mid-August

Job Type: Part-time Internship for Membership Organization and Nonprofit

Pay: \$18/hour, 15-20 hours a week, summer (mid-May-mid-August)

Flexible schedule, some weekend work required. LBCA does not have an office, so the candidate needs to be an independent team player with the self-discipline to work independently.

Requirements

- Undergraduate or recently graduated student in good standing with an accredited university, majoring in Graphic Design, Marketing, Public Relations, Communications, Journalism, or a related field.
- Excellent design, communication, and copy-editing skills for confident and engaging communication with internal and external partners.
- Strong understanding of the digital media landscape, including various social media and associated scheduling platforms (such as Meta Business Suite)
- Ability to present programmatic information in a clear, concise, engaging manner
- Strong interpersonal skills
- Strong organization skills, including proven ability to prioritize between multiple projects at once and produce high-quality work with quick turnaround
- Ability to handle highly sensitive materials and relationships with good judgment and discretion
- Ability to work independently, demonstrating a drive to complete work with minimal direction
- Self-starter, detail-oriented, reliable, professional, organized, and a quick learner
- Demonstrated proficiency with the following software: Canva and Google Office
- Equipment Requirements: Computer and Smart Phone. Must have a current Driver's License and access to a car. GA Boater's license and access to a boat are a plus.
- Strong writing and communication skills

- Excellent time management and prioritization skills to handle multiple weekly tasks and goals.
- Ability to meet deadlines and work efficiently without sacrificing quality
- Ability to work independently and problem-solve while participating in a team environment

Responsibilities:

- Assist with the design and execution of social media campaigns
- Help create weekly and monthly editorial calendars to promote LBCA events on various social media channels
- Create and distribute content such as infographics, videos, and press releases on social media and traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support team at live events
- Perform social media marketing research
- Respond to comments and DMs on social media platforms
- Brainstorm and research ideas for original content
- Create compelling graphics to share across social channels
- Compose social media captions that speak to our members
- Help create and edit short-form videos
- Develop new strategies for increasing engagement
- Assist with photo/video content shoots for social media
- Ensure the LBCA brand message is consistent across channels
- Write copy and design graphics for Facebook and Instagram
- Work in conjunction with the LBCA board and, specifically, the communications team to ensure all messages align with the LBCA brand and purpose

Interested candidates should submit a cover letter, three examples of social media posts, and a resume to communications@lbca.net.