



Greater Valley YMCA Internship Opportunity

Job Title	Social Media Intern
Department	Marketing/Communications
Reports To	Chief Communications Officer and Vice President of Child Care
Job Description	<p>Hours Per Week: 20 Hours Pay: \$12.00/hour</p> <p>RESPONSIBILITIES OF A SOCIAL MEDIA INTERN:</p> <ul style="list-style-type: none"> • Collaborate with the Chief Communications Officer and the Vice President of Child Care to develop a social media strategy that focuses on driving staff recruitment. • Plan, write, edit, schedule, and publish content that engages the audience, encourages them to act, and fosters a community. • Film and edit videos and photos for social media and other projects. • Explore new channels for potential growth marketing opportunities, including both performance channels and other possibilities. • Engagement with members and community on social media including but not limited to, timely responses to questions or complaints, and promotion of the Y's initiatives. • Create and deliver presentations with in-depth analysis on campaign performances. Develop and report on performance metrics. • Other duties, responsibilities, and activities related to social media marketing may be assigned.
Location	2132 South 12th Street, Suite 201 Allentown, PA 18103
Hours Per Week	<ul style="list-style-type: none"> • 20 hours per week • Flexible from Monday through Friday • Flexible hours to your schedule and Branch location hours.
Status (Full-Time or Part-Time)	Part-Time
Educational Requirements or Experience Required	<p>REQUIREMENTS TO BE A SOCIAL MEDIA INTERN:</p> <ul style="list-style-type: none"> • The incumbent must either be a student at a university/college working towards an Associate Degree or Bachelor's Degree in

	<p>Communications, Marketing, Child Development OR have a desired career in social media.</p> <ul style="list-style-type: none"> • Experience with content creation on social media platforms such as Facebook, Instagram, TikTok, Twitter, and YouTube. • Ability to deliver creative content (text, image, and video) on a regular basis. • Must possess strong written, verbal, project management, and organizational skills. • Able to effectively communicate and build relationships with social media audiences and Y staff. • Ability to travel to different Y Branch Locations in Allentown, Bethlehem, Catasauqua, Easton, Forks Twp., Nazareth and Pen Argyl • Experience with video and photo editing software, such as Canva, Adobe Premiere Pro, etc. • Speed and resourcefulness in collecting content from Child Care departments at every Branch. • Good customer service skills, high ethical standards, an appropriate professional image, and a team player. • Must possess sound technical skills, analytical ability, good judgment skills, and a positive attitude. • All positions require the ability to obtain PA State Police, PA Child Abuse History, FBI Fingerprint, Mandated Reporter Certification, and National Sex Offenders Registry Clearances. Valid driver's license and appropriately maintained car registration and insurance required. • Bi-lingual English/Spanish preferred, but not required.
Respond To	Kristen Fallon kristenfallon@gv-ymca.org
Date Posted	July 26, 2022

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