



Social Media Internship Learning Plan

Role: Social Media Intern
Pay Status Unpaid
Mentor: Director of Development

Department: Development
Classification: Intern Volunteer
Time Span: 9 months

Summary:

The Children's Museum of Phoenix is looking for a driven, skilled individual to contribute to our digital marketing team with a social media emphasis. Our social media intern will have the opportunity to learn new skills and make a big contribution in our Development Department by marketing a number of exciting projects, events, and fundraisers. Under the supervision of our Director of Development, and the direction of one of our Board members, our intern will create and post content on CMoP social media accounts, promote engagement, and grow our fan base.

Main Knowledge Objectives *(This is a list of what the intern can expect to learn)*

- Utilizes social media to engage with a community of fans/followers online
- Coordinates event marketing & promotion for the Museum's Development Department across various social media platforms
- Collaborates with internal departments on projects and assignments, curating content on all company social media channels
- Connects with influencers on social media accounts
- Spearheads our social media fundraising efforts using WeDidIt and/or other effective mediums
- Understands how to use Hoot Suite

Qualification/Requirements:

- Organized and dependable, with high attention to detail
- Ambitious, positive attitude, and a desire to build a career in PR, event planning, social media and/or digital marketing
- Demonstrates interest in social media and how media and communication strategies can continuously engage the online community
- Understanding of the public relations field and eagerness to gain hands-on experience
- Excellent writing and editing skills with a great understanding of English grammar and language
- Demonstrated knowledge of social media networking, social content creation/curation, and working across multiple social media platforms including Facebook, Twitter, Snapchat, Vines, Vimeo and Instagram
- Skills in presentation and interpersonal relations
- High level of professionalism, be on time and meet deadlines
- Performs well in environment that values creativity, flexibility, enthusiasm, and adaptability
- Prefers challenges, new ideas, future focus, and fast pace

Education Requirements:

- College/University Junior or Senior. Graduate students may also apply.

Physical Requirements:

- Must be able to sit for extended periods of time in front of a computer and must have good communication skills (i.e., communicate clearly and effectively in both written and spoken English).

To apply, please go to <http://childrensmuseumofphoenix.org/>, click on the "About Us" and then the "Job Opportunities" pages. Download the internship application and send with resume (if applicable) to the following:

Marisa Camarillo
Volunteer and Community Relations Coordinator
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