



BROWNELL TALBOT

Social Media Intern, Unpaid

Our Mission

Brownell Talbot School is a safe, caring community dedicated to academic excellence and to preparing students for success in college and in life. Through experiences in academics, activities, and the arts, students learn passionately, think critically, act responsibly, and lead with integrity.

Philosophy

We value integrity, self-discipline, and each person's inherent dignity. Our community challenges each student to endlessly strive to reach his or her potential through exploration, understanding, and development of the creative, intellectual, physical, spiritual, and social self. Through an appreciation of the United States and its role in the global community, students will become responsible leaders and stewards of their community, country, and world.

Our School

Brownell Talbot, founded in 1863, is a Nebraska state-approved preschool through grade 12 school. We are a member of the National Association of Independent Schools (NAIS) and the Independent Schools Association of the Central States (ISACS) and are accredited by AdvancED. Brownell Talbot is an exciting environment for professionals who like to be part of a supportive team of dedicated individuals who thrive on the challenges and rewards of working with an active community.

Position Description

The social media intern must be a passionate, active user of social media who demonstrates impeccable judgment when creating online content. The intern will work closely with BT's Advancement Team, gaining valuable knowledge of how a nonprofit operates, how to write for specific audiences, and how to represent a brand through social media. The intern is expected to work 10 to 15 hours a week and be available for events that may sometimes occur outside normal work hours. This position is unpaid.

Responsibilities

- Collaborate with director of communications and marketing to refine social media strategy and best practices to best tell BT's story.
- Monitor social media accounts, trends, and news, helping BT's social media profiles stay current and competitive.
- Brainstorm and create content that sparks interest, inspires action, and earns followers.
- Schedule content for multiple accounts, ensuring it is timely, relevant, and engaging.
- Attend school events and produce engaging content in real-time, helping our audience experience the event vicariously through social media.



- Build monthly reporting of social media performance to highlight the importance and effectiveness of social media.

Desired Skills & Qualifications

- Strong writing skills and an understanding of how to write for social media.
- Excellent proficiency in Facebook, Twitter, Instagram, YouTube, and Snapchat.
- Experience with design sites and apps such as Canva, Over, and Wordswag.
- Understands and can utilize digital media and web/social media management and measurement tools like HootSuite and Google Analytics.
- Currently enrolled in a college or university, preferably pursuing a degree in marketing, journalism, English/creative writing, or similar.

Application process: Please submit a resume and cover letter to megan.hunter@brownell.edu.