

# EASTSIDE PATHWAYS POSITION

## Content & Social Media Intern



### **Time Commitment: 5-6 hours/week**

Founded in July 2011 in Bellevue, Washington, the mission of Eastside Pathways is to mobilize the entire Bellevue community to support every child, step by step, from cradle to career. Families, providers, schools, and cities unite around common goals, measurements, and strategies to maximize each child's opportunity for a productive, fulfilling life. Our work is based on the [collective impact](#) model.

For more information, please visit [www.eastsidepathways.org](http://www.eastsidepathways.org).

### **Position**

Eastside Pathways is looking for a Content and Social Media Intern who will play an active role in the development of Eastside Pathways' online community. Under the supervision of the Communications & Operations Manager, the intern will maintain the Eastside Pathways' presence on various social media platforms and help research, create and publish content that is relevant to our target audience. The intern will regularly analyze and report on the activity on social media networks as well as the Eastside Pathways website. The intern will also assist in maintaining the archive of digital images, videos, and other content.

### **Responsibilities**

#### *Content*

- Research articles, stories, resources, or other content material that is relevant to our target audience and posts it to our social networks in a manner that invites conversation and interaction.
- Upload and archive Eastside Pathways photos and videos to the appropriate folders on OneDrive, Sharepoint, and Constant Contact.
- Assist in the development of appropriate graphic designs for use on Eastside Pathways' social media and webpage.

#### *Social Media*

- Update Facebook & Twitter accounts with current and relevant photos, video, or other content from Eastside Pathways activities and events.
- Plan and develop campaigns to grow Eastside Pathways' online social networks by increasing donor base and engagement.
- Regularly observe the online activity of model organizations researches and report on "social media best practices".
- Use Google Analytics to assess trends and activity on all digital platforms.
- Use Facebook Insights to assess trends and activity on the Eastside Pathways' Facebook page.

## **Skills and Qualifications**

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook and Twitter.
- Detail oriented with strong written and verbal communication skills.
- Preferred knowledge of Microsoft Office and Adobe Creative Suite products.
- Available to work 5-6 hours per week.

This is an unpaid internship for which you could receive community service hours. A work station will be available for use to complete internship projects and tasks but intern will need to have his/her own laptop. This internship will benefit someone who is interested in marketing communications.

## **How to Apply**

Please apply by submitting your cover letter and resume in a *single MS Word document* to Nahyeli Mendivil at [nahyeli@eastsidepathways.org](mailto:nahyeli@eastsidepathways.org) . In your submission, please describe your particular interest in and qualifications for the Content and Social Media Intern position.

**Applications will be accepted through April 4, 2016, each will be reviewed when submitted. Interviews will be conducted the week of April 11 for an expected start date of April 25<sup>th</sup>.**

*Eastside Pathways is an Equal Opportunity Employer that does not discriminate against individuals on the basis of race, religious creed, color, national origin, ancestry, sex, sexual preference, age, marital status, veteran status, mental or physical disability, or any other legally protected class in its employment policies or other programs and activities.*