



## **Social Media Marketing Internship**

*Fundamentals taught, and applied, to help a local nonprofit*

In this six-week internship, **community college** interns will:

- Be taught social media and marketing skills by a professional mentor
- Hear from a local nonprofit a challenge they are facing in reaching the people in the community they need to reach to promote their programs or progress their mission
- Work as part of a team to develop and execute a social media strategy to target the unique demographics the nonprofit needs to reach
- Interns will consider and use a variety of social media platforms to tell the unique visual story of the nonprofit they are working for.

Interns will meet weekly for a 2.5-hour group session with marketing, visual arts and photography professional, Arna Bajraktarević, who will mentor and supervise the interns. Besides the weekly sessions, Arna will also be available throughout the week via email and text to answer questions and help keep the projects moving.

Through this process interns will learn and apply the fundamentals of communication via images and written word that can be applied to any modern platform, the research skills necessary to validate their marketing approach, get exposed to real world business issues, engage with nonprofit board members and executives, and gain experience collaborating with team members.

### **Internship details:**

- Pay up to \$500
- One 2.5 hour session per week for six weeks (Tuesdays 3:00 – 5:30, four in-person meetings at the Allan Hancock College SYV campus, two meetings via video conference call)
- Program runs 6 weeks beginning March 3<sup>rd</sup>, ending April 14<sup>th</sup>, 2020, with a one-week Spring Break
- Estimated time commitment of between 5 – 8 hours per week, depending on specific project needs, varying throughout the six-week program
- Full pay earned based upon attendance and participation
- 12 internship positions available

**To apply: Send name, area of focus in school, age, phone number, email address, and the name and contact information of one academic or work experience reference, along with essay answers to the two questions below.**

**Please answer the following two questions, one paragraph per question:**

1. What makes you feel you are a good candidate for this program?
2. What do you hope to gain from this experience?

Send applications to: [dianaconnellSB@gmail.com](mailto:dianaconnellSB@gmail.com)

Any questions call (805) 324-3310

**Applications due by February 17, 2020**