
JOB DESCRIPTION - FAMILY TALK

Updated: April 2015

POSITION TITLE: Social Media Intern

POSITION REPORTS TO: Sr. Social Media Specialist

STATUS: Internship- Unpaid/School Credit

GENERAL PURPOSE:

The Social Media Intern position exists to provide leadership for the organization's social media needs, social media customer service, strategy, reporting and campaigns under the direct supervision of the Sr. Social Media Specialist.

ESSENTIAL DUTIES:

- Assists with research and implements and manages strategies set for Family Talk Social Media campaigns.
- Develop an understanding of Family Talk Social Media platforms according to approved strategies, including but not limited to: posting content, monitoring engagement, handling cross-promotion, as well as execution of approved strategy and implementation of special features.
- Engages daily with the Social Media Developer to request images, social media tech support and project implementation as needed.
- Participates in meetings with the Sr. Social Media specialist to understand and determine social media strategy and best practices.
- Participates in trainings with social media team on new technology, strategies and analytics.

MANAGERIAL RESPONSIBILITIES:

None

JOB QUALIFICATIONS:

Is a consistent witness for Jesus Christ; maintains a courteous, Christ-like attitude in dealing with people within and outside of the Ministry; adheres to the Standard of Moral Conduct and Statement of Faith; upholds Family Talk's ministry in prayer. Demonstrates behaviors inside and outside of the office that align with Family Talk's core values.

REQUIRED EDUCATION, SKILLS, EXPERIENCE:

- Desire to work in the social marketing field.
- Solid understanding of Dr. James Dobson's life work as well as the ministry efforts of Family Talk.

- Commitment to the Family Talk Mission and moral standards inside and outside of the office.
- Fluent in the major social media platforms such as Facebook, Twitter, Google, and Pinterest and general understanding of less predominant sites.

SKILLS, ABILITIES, AND SPECIAL TALENTS:

- Excellent communication skills, both verbal and written.
- Strong customer service skills and abilities.
- Excellent interpersonal skills.
- Flexible and able to accept criticism, edits, and direction changes for messaging.
- Excellent computer and Internet skills, typing of at least 40WPM and proficient in Microsoft Office/MAC Systems.
- Able to multitask easily and change directions with short notice.
- Excels at operating in an fast pace, community environment
- Able to discern issues of importance to the organization and shift strategies as needed to address them.
- Self-motivated with strong work ethic and commitment to excellence.
- A servant’s heart.
- Attendance and punctuality are important.

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS:

Office environment

Some walking and gathering of information

Interacting with others for information gathering, training, and feedback

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. The incumbent must have the abilities or aptitudes to perform each essential function proficiently with or without reasonable accommodation. The ministry is a dynamic work environment where positions evolve and change. Therefore, the ministry reserves the right to modify, delete or add job duties, responsibilities and skills that are stated in this job description at any time.