

GIRL SCOUTS OF MICHIGAN SHORE TO SHORE INTERNSHIP POSTING

Title: Social Media Intern

Reports to: Director – Marketing & Communications

Location: Grand Rapids Service Center

Classification: Unpaid Internship – Stipend upon Completion

Position Summary: Do you love to tweet? Facebook? Blog? Create YouTube videos? Then this internship is for you. Girl Scouts of Michigan Shore to Shore is seeking an energetic, web-savvy marketing/communications student to assist in cultivating the council's social media sites as well as the Girl Scout virtual pathway through the council's girl-driven social networking site *GSCconnect*.

The Social Media Intern will assist the Marketing & Communications Director with the management of the council's Facebook, Twitter, YouTube, Flickr, Blogger and LinkedIn accounts. She/he will be responsible for daily monitoring, populating content, producing videos, generating story ideas, writing blog posts and taking photos.

The Social Media Intern will also be the lead, with supervision from the Marketing & Communications Director, on the council's re-launch of *GSCconnect*. *GSCconnect* is a private Ning social networking site devoted entirely to girls. The Social Media Intern will be responsible for working with the GSMISTS Pathway Team to develop content, programming, quizzes, games, etc. She/he will also be responsible for daily site monitoring as well as assist with the marketing and promotion of the re-launch. The Social Media Intern will be part of developing a girl advisory board for *GSCconnect* as well as a promotion Street Team. Other related marketing duties as assigned.

Girl Scouts of Michigan Shore to Shore is the premier organization for girls in northern and western Michigan serving 17,000 girls and over 4,500 adults. We provide an exciting, fun and rewarding work environment and the chance to be a contributing member of a fun and friendly team of nonprofit professionals. This internship opportunity will provide real-world experiences in social media, marketing and communications. We offer a casual work environment and a flexible schedule of 15-20 hours per week. Availability from 12 – 6 pm is a plus.

Qualifications & Requirements:

- Current marketing, communications, advertising or public relations student looking for practical training and experience in the social media field
- Strong written, oral and interpersonal communication skills, including public speaking and networking skills
- Ability to manage multiple projects and meet deadlines
- Extremely organized and efficient
- Ability to work independently with minimal supervision
- Proficient with current social media platforms including Facebook, Twitter, Blogger, YouTube, Ning, LinkedIn, etc.
- Excellent web writing skills
- Proficient with Microsoft Office Suite
- Experience with design/multi-media and video editing software is a plus

- Previous marketing experience and background is a plus
- Demonstrated ability and sensitivity working with youth and persons of diverse backgrounds, cultures, lifestyles
- Adherence to Girl Scouts of Michigan Shore to Shore policies and procedures
- Willingness to work a flexible schedule including evenings

Pay:

This position is an unpaid internship, but a stipend will be provided upon completion of internship. The internship may be eligible for college credit.

To apply for this internship positing, submit a cover letter and resume to Girl Scouts of Michigan Shore to Shore, Attn: Human Resources, via e-mail at hr@gsmists.org, fax 616.784.8187 or mail 3275 Walker Avenue NW, Grand Rapids, MI 49544. EOE Committed to Diversity and Equality.