

Proposed CPI Social Media Intern

Description

Credit Professionals International, a non-profit dedicated to promoting credit awareness and preventing credit abuse wants to effectively use social media outlets to educate consumers. We are seeking socially conscious intern with strong knowledge and understanding of the social media landscape to help us launch a social media campaign that will target specific demographics - kids and millennials. The intern selected for this position will be creative and thoughtful when interacting with online communities. Have strong written communication skills and is passionate about helping others. You will be working with professionals with a long history of community service and are excited to share this opportunity.

Responsibilities

- Reporting to the Marketing Chairman to design the entire Social Media Launch
- Online outreach and promotion using Facebook, MySpace, LinkedIn, Twitter, and more
- Website and social media optimization
- Monitor and post on blogs, forums, and social networks
- Writing and Creating amusing and informative YouTube Videos

What You Will Learn:

- How to create a long term social media plan and marketing calendar.
- Relationship building with our online community by maintaining Facebook, Twitter, LinkedIn, and other media accounts
- Assist our Marketing Chairman in building and presenting social media strategy
- You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals in the non-profit field
- Plenty of additional opportunities in related projects

What We Require:

- Strong written communication skills.
- Background in Marketing, Communication, Public Relations, non-profit management or other related discipline
- Experience on the Web and a solid understanding of youth markets
- Familiarity with the various social media sites
- Interest in nonprofit management and community development.