

UNITED WAY OF THE MID-SOUTH
ONLINE MEDIA STRATEGY FELLOW

JOB TITLE:	Online Media Strategy Fellow
DEPARTMENT:	Communications & Engagement – Marketing and Communications
REPORTS TO:	Chief Communications & Engagement Officer & Director of Communications
EMPLOYMENT STATUS:	Part-time (Seasonal)
WORK SCHEDULE:	Hours vary, but within core hours of Monday-Friday, 8:30 a.m. to 5:00 p.m.; some evenings and weekends for special events.
OVERALL PURPOSE OF THIS ROLE:	<p>Are you skilled at finding and sharing stories online? Do your friends look to you on Facebook and Twitter for the latest trends, ideas, and online memes? United Way of the Mid-South (UWMS) has a fast paced work environment and we seek talented team members who crave learning new skills and aren't afraid to tackle big projects. We are currently seeking a Social Media Strategy Fellow to join the Communications and Engagement Team to consult with program experts to develop and implement online and social media campaigns to support UWMS's mission and increase engagement with target audiences.</p> <p>The Fellow provides key input to the strategic communications team and will help strengthen UWMS's online presence, including its website, social media, and blog. The Fellow will also be responsible for exploring and recommending strategies to leverage new and existing, technologies to achieve UWMS's overall communications goals. As a Fellow you will get the opportunity to work with a variety of our staff, while working on real projects that will help us grow.</p> <p>Our ideal candidate is someone who walks into a room of people and can't leave without making a few friends. Someone who is obsessed with social media and is creative and thoughtful when interacting with online communities and building relationships. Someone who is a social native, trained communicator and metrics junkie who is always asking "how can we do this even better?"</p>

KEY ACCOUNTABILITIES:

- Build and nurture relationships with key audiences via UWMS's online and social media outlets.
- Collaborate with program/department leaders across the organization to develop and implement strategic online initiatives that support team priorities and goals.
- Ensure consistent messaging and branding across media and communicate strategic messages appropriately and effectively among target audiences.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action and/or strengthens their knowledge of United Way and its activities.
- Serve as a key marketing contact for a defined set of internal clients, creating and deploying targeted marketing campaigns to support program specific objectives.
- Capture and analyze the appropriate social data metrics, keep up with best practices, act on information as needed.
- Develop and cultivate vendor and consultant relationships including working with programmers and graphic designers to develop and maintain interactive content on sites.
- Help build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Maintain and strengthen organization, program and initiative pages within each platform to increase the visibility and vitality of UWMS's social content.
- Moderate all user-generated content as appropriate for each community.

CORE COMPETENCIES:

- Background in Marketing, Communication, or other related discipline.
- Excellent writing, editing (photo/video/text), and English language communication skills
- Familiarity with social networking sites desired, online marketing and good understanding of major social network channels – Twitter, Facebook, Instagram, Snap Chat, LinkedIn & YouTube preferred but we will also train.

- Social networking experience and knowledge of analytics tools.
- Proven working experience or education of social media and/or related field.
- Proficient in Microsoft Office Suite.
- Organized, with an ability to prioritize time-sensitive assignments.
- Creative and Flexible.
- Positive attitude, detail oriented, strong multitasking and organizational abilities.

LEARNING OPPORTUNITIES:

- How to create a long term social media plan and marketing calendar.
- Relationship building with our online community by maintaining Facebook, Twitter, Instagram, Snapchat and other media accounts.
- How to track social media analytics and report results and new ideas to our marketing team.
- Create compelling content that will be shared by influencers.
- Creative feedback and viral loops between our Facebook, Website, Twitter, and blog accounts.
- Assist our Director of Communications in building and presenting social media strategy.
- Plenty of additional opportunities in related projects.
- Opportunities for on-camera experience also exist.

DETAILS:

The position begins **October 3rd** and has a negotiable end date of **December 16th**. You are expected to work a minimum of 20 hours per week. Note that this is a paid internship and the compensation will be \$12/hour.

APPLICATIONS:

Qualified applicants should send cover letter, resume, writing sample, and three references (with phone numbers) to Lori Spicer Robertson, lori.robertson@uwmidsouth.org. Please be sure to reference the position for which you are applying. For more information about United Way, please go to www.uwmidsouth.org.

No Phone Calls Please