

Social Media Intern

Position Summary:

The Social Media Intern is responsible for coordinating and executing the Chapters social media strategy, working across key social media channels including Facebook, Twitter and LinkedIn. This role offers the intern a total immersion into a busy digital recruitment business and the successful candidate will work closely with key our Director of Marketing and Communications and other key personnel in the Chattanooga Area Association for Talent Development. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among businesses throughout the North Georgia and Chattanooga outlying areas.

Reports To:

Director of Marketing and Communications

Time Commitment:

Term: One Year

Estimated Time Requirements per month:

- Attending board meetings: 2 hours plus travel time
- Attending chapter meetings: 3 hours plus travel time
- Communicating with administrative office about routine issues: 2-4 hours

Responsibilities:

Social Media Community Management

- Assist with streamlining our chapters social media accounts (e.g. Facebook, Twitter, LinkedIn, YouTube and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- Increase the number of followers we have on Twitter by following and engaging with potential members.
- Monitoring and replying to Tweets from members and non-members (initially under supervision from the Director of Marketing and Communications)
- Posting Tweets on a daily basis (both job-and industry related; under supervision of the Director of Marketing and Communications)
- Posting updates to the Chapters LinkedIn account (under supervision of the Director of Marketing and Communications)
- Posting updates to the Chapters Facebook account (under supervision of the Director of Marketing and Communications)
- Build Facebook “likes” by approaching potential members through other social media channels and email marketing campaigns.
- Work with directors to implement other channel-specific campaigns (e.g. unloading photos and videos to YouTube, etc).

Coordinating and Distributing Content

- Scheduling and coordinating a monthly brainstorming meeting with Chapter Members. Work with a potential social media team to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, marketing and blogging calendar.
- Maintain a monthly social media and blogging calendar, and ensure that everyone is meeting their deadlines.
- Liaising with senior members and directors to push new blog posts through the calendar.
- Help coordinate a guest blogger program, one guest blogger per month. Help to amplify this content through other social media channels.
- Drive awareness of our new blog posts by posting the articles into forums and groups
- Help to create one piece of video content per month and post on You Tube
- Repurpose content from other sources for our own social media channels (and understand how to change the tone of the content for each channel)

Key Skills Required for the Role:

- Member of ATD and chapter
- Possess an ability to pay close attention to detail
- Proven written and verbal communication skills
- An interest in marketing, communications, social media or reputation management;
- Familiarity with key social media tools (e.g. Twitter and Facebook) and with Microsoft Office products (e.g. Word, PowerPoint, Excel);
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work;
- An entrepreneurial attitude;
- Excellent attention to detail and a high motivation to learn;
- A proactive, service-focused attitude towards clients and candidates and the teams you support internally;
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges;
- An ability to prioritize work and complete tasks with quick turnaround times and minimal fuss; and
- The ability to work collaboratively with a team.
- Time to attend board meetings and other chapter functions as required by this position

| Key Behavioral Indicators: | Positive | Negative |
|----------------------------|--|--|
| Team-Focus | Collaborative; anticipates impact on others; listens to gain complete understanding; sensitive to views and feelings of others; | Fails to engage with others; makes only self-oriented contributions; disrespectful of others; thinks they know everything without substance; struggles to build credibility and respect from peers and senior management |
| Relationship Building | Builds relationships internally and externally; keeps all stakeholders involved; is assured and poised across all relationships; gladly assists others | Struggles to build rapport; uncomfortable working with others; does not keep others in the loop |

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| Verbal Communication | Speaks clearly; can articulate thoughts and emotions succinctly; listens to gain complete understanding before speaking; can tailor communication style for different audiences (e.g. peers, customers and management) | Lost for words or using too many words to get a point across; substantial amount of support needed to do basic influencing; lacks impact even with peers; is afraid to engage with others |
| Written Communication | Writes clearly and with excellent grammar; can articulate thoughts and emotions succinctly and effectively; can tailor communication style for different audiences (and social media channels); uses appropriate punctuation. | Writes with poor grammar; uses inappropriate tone with different audiences (e.g. too informal with customers); does not adhere to company social media policies regarding tone of voice |
| Resilience | Flexible; positive about change; accepts and takes responsibility for personal development; maintains a 'can do' attitude; shows a persistent effort to succeed; self-controlled and balanced; copes under pressure; enthusiastic, has a positive outlook; constructive and open minded | Resists change; adversely impacts others through negativity; low energy; settles for second best; lacks stamina; loses motivation easily; tendency to flap in crisis or stress; fails to find solutions around challenges; gives up easily |
| Multi-tasking | Able to prioritize and juggle multiple tasks at once; plans ahead so that required tasks get completed; can effectively manage the expectations of internal customers and senior management; completes tasks without being reminded; always looks to go the extra mile | Resists taking on work as part of the role; openly talks about why they can't complete jobs rather than what they're doing to be able to complete tasks; allows agency process and compliance to be ignored; has poor administration; fails to manage expectations; allows emails to pile up unanswered |
| Specialist Knowledge | Well informed and passionate about their job and social media; actively seeks development opportunities and owns responsibility for personal development; learns quickly; transfers skills and knowledge to others | Lacks passion for their job; lacks motivation for continued professional development; thinks they know everything without any substance; unwilling to train or mentor others; needs handholding; |

ATD Resources:

- [Chapter Relations Manager \(CRM\)](#)
- [National Advisors for Chapters \(NAC\)](#)
- [Chapter Affiliation Requirements \(CARE\)](#)
- [Sharing Our Success \(SOS\)](#)
- [Chapter Leader Community \(CLC\)](#)
- [Leadership Connection Newsletter \(LCN\)](#)
- [Toolkits](#)
- [Chapter Leader Webcast](#)