



## Intern, Social Media

**The Society for the Advancement of Chicanos/Hispanics and Native Americans in STEM (SACNAS)** is an inclusive organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM. Our vision is to achieve true diversity in STEM, whereby the STEM enterprise proportionally reflects the demographics of the nation. SACNAS stands uniquely and uncompromisingly for science, culture, and community. We believe there is space for all of us; we choose to celebration over assimilation.

SACNAS serves 6,500 active members and 133 student and professional chapters and reaches a larger community of supporters of 25,000. Our 2021-2026 strategic plan lays out ambitious plans for growth, envisioning a doubling of members, chapters, and resources.

**Job Title:** Intern, Social Media

**Classification:** Internship, Part-Time

**Reports To:** Senior Manager, Marketing & Communications

**Location:** Remote/work-from-home

**Assignment length:** 08/30/22-11/30/22 (with a possibility of extension)

**Weekly Time Allocation:** 10-12 hours per week

**Compensation:** \$16 per hour

### STAFF VALUES

- *Inclusion:* We encourage, support, and provide space for our team to bring their whole selves to work, intentionally creating space and integrating processes to welcome and celebrate differences and foster a sense of belonging
- *Collaboration:* We work together and support each other by actively inviting thought partnership and generative dialogue to build, challenge, and strengthen all ideas and actions because we recognize we are better together.
- *Innovation:* We encourage data-driven creativity and experimentation, boldly embracing new ways of thinking that challenge us to push the envelope and grow from our experiences.
- *Accountability:* We recognize our work reflects on our colleagues and community, and therefore put forward our best effort, take responsibility for our successes and challenges, and ask for help early and often.

### POSITION SUMMARY

The Social Media Intern will gain valuable learning and working experience at SACNAS. Our goal is to make every intern who works with us feel included, valuable, and productive. In addition to the hands-on experience you'll receive, you will be provided with professional development opportunities. Professional development opportunities include mentorship pairing, cross-department projects, volunteer events, and more.

The Social Media Intern will support the Marketing and Communications team in a variety of areas including general support of SACNAS' social media channels. Interns will work closely with the

Senior Manager, Marketing & Communications and team members to support a number of year-round programs, events, and initiatives.

Social media will be used to share the unique stories from our community and help promote overall social engagement with an emphasis on storytelling inclusive of showcasing the great work SACNAS' members, partners, and stakeholders are doing around the country. The ideal candidate will have experience building and engaging in social media in a nonprofit setting. The individual should also be open to learning about data and analytics to continue to refine and optimize the content strategy and drive performance.

### **ESSENTIAL RESPONSIBILITIES:**

Under the direction of the Senior Manager, Marketing & Communications, the Social Media intern will:

- Draft, design, and publish content and copy for all SACNAS social media channels (Twitter, LinkedIn, TikTok, YouTube, Instagram, and Facebook)
- Design visually appealing and attractive social media content
- Engage, comment, and reply to followers on all SACNAS social media accounts.
- Track social media performance and metrics to inform improvements for the future; pull analytic reports for all SACNAS' social channels on a regular basis
- Identifying and leveraging relevant social media trends to incorporate into SACNAS' communications calendar
- Sourcing relevant, thought leadership articles to share across SACNAS' social channels and spark conversation amongst followers
- Publish approved rapid responses to cultural and movement moments across social media channels, amplifying allies and driving creative content to respond to the moment
- Help archive and document a library of Standard Operating Procedures for social media as a training guide for new users
- Attend internal weekly meetings

After selection and onboarding, the Social Media Intern will identify 3-4 learning goals to be completed during the internship. They could incorporate desired industry-related knowledge and skills. Senior Manager, Marketing & Communications will meet with the social media intern at the beginning of the internship to develop a plan to ensure that the established goals are met and check in daily to discuss vision, collaborate, answer questions, and provide feedback and guidance.

Assignment will begin on 08/30/2022 and end on 11/30/2022 with a possibility of extension.

### **SKILLS AND QUALIFICATIONS:**

- Excellent oral and written communication skills
- Working knowledge of Twitter, LinkedIn, Instagram, YouTube and Facebook
- Experience using social media management tools (ex: Hootsuite, Buffer, Sprout Social, etc)
- Some experience with social media analytics, including Google Analytics and Facebook Insights
- Comfortable working independently and possessing a strong sense of initiative (self-starter)

- Highly organized, with a passionate dedication to details
- Competence with the technology platforms and tools of the trade:
  - Social media: Twitter, LinkedIn, TikTok, YouTube, Instagram, and Facebook
  - Design skills or experience using Canva (graphics)

*Preferred, not required:*

- Experience with
  - Managing social media channels for company, nonprofit, club, group, etc.
  - Microsoft suite, including Microsoft Teams
  - Adobe creative suite (ex: Photoshop, InDesign, Premiere Pro, Illustrator)
  - Video editing, and/or animation
  - Microsoft suite, including Microsoft Teams
- Familiarity with social media audiences, best practices, and analytics

**APPLICATION PROCESS**

To apply, send your resume and a cover letter describing how you can contribute to the communications team and what you are looking to gain from the internship. Please attach 2 - 3 examples of your best work on any social media platform. All materials must be submitted to be considered. Application materials should be submitted through [this form](#).

Application Deadline: 08/15/2022 (*Applications that are submitted before the deadline will receive priority from the hiring team. Position will remain open until filled.*)

If you have any questions, please email [jobs@sacnas.org](mailto:jobs@sacnas.org).

**EEO STATEMENT**

It is the policy of SACNAS not to discriminate against any individual employee, group of employees or prospective employee for reasons of race, color, religion, creed, gender, gender identity, gender expression, national origin, sex, pregnancy or related medical conditions, age, marital status, ancestry, sexual orientation, physical or mental or sensory disability, genetic information, military status, or any other consideration protected by applicable federal, state, or local laws.

SACNAS is committed to providing equal opportunities in all employment-related activities including, but not limited to: recruiting, hiring, advancement, compensation, training, benefits, transfers, and terms of employment. SACNAS promotes equal opportunities for all employees and applicants for employment. Further, SACNAS will fully comply with all applicable equal employment federal, state and local laws and regulations.