**Position Description:** Heart of Missouri United Way has an exciting opportunity for a motivated student to assist with social media and graphic design in support of our mission. Social Media Interns will seek to visually highlight relevant social awareness issues and the promotion of the various volunteer efforts and events. Interns will also be responsible for developing social networking tools to increase awareness of our mission, fundraisers, and recruitment efforts of volunteers.

**Primary responsibilities also include:**

* Assisting the Marketing and Communications Director in promoting Heart of Missouri United Way through Facebook, Twitter, Instagram and LinkedIn
* Assisting in the design, production, and planning of online media to support the work of Heart of Missouri United Way
* Assisting with general photography and videotaping at volunteer projects and special events
* Strategizing, planning, and helping launch UW’s new TikTok account
* Assisting the Marketing and Communications Director with daily tasks as needed

**Commitment:** The Social Media Intern position is a part-time internship position and will report to and be supervised and evaluated by the Heart of Missouri United Way’s Marketing and Communications Director. The Social Media Intern will work a flexible 10-15 hour week. Internships are available for both late Summer and Fall semesters. **\*This internship is unpaid.** The position can be modified if needed to meet class credit criteria.

**Qualifications:** The applicant should be a college student working on or a college graduate with a degree in Communication, Public Relations, Media Design, or a related field. Specific skills required include a strong work ethic, strong interpersonal skills, excellent verbal and written communication skills, strong organizational skills, and the ability to present work in a polished, timely, and professional manner.

The Social Media Intern should also be able to adhere to an established schedule, meet deadlines, use common office programs including Microsoft Word, Excel, Publisher, and PowerPoint and use e-mail and the Internet. Knowledge of the Adobe Creative Suite and social media sites (Facebook, Twitter and Instagram) is required.

**To Apply:** Please email a cover letter and resume to:

Alaina Leverenz, Marketing and Communications Director

aleverenz@uwheartmo.org