

WESTERN DIVISION FEDERAL CREDIT UNION
JOB DESCRIPTION
SOCIAL MEDIA INTERN

Purpose:

We are seeking Social Media Intern to assist Marketing Manager in attracting and interacting with targeted virtual communities and networks users.

Objective:

The goal is to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap.

Social media intern should have a basic understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. The intern will be responsible for joining relevant conversations on behalf of the brand and “soft selling” the product by providing support to current and prospective customers.

Location: 6750 Main Street, Williamsville, NY 14221

Position: Part Time

Resume: Send to resumes@westerndivision.org

Responsibilities:

- Assist in building and executing social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company’s social content
- Moderate all user-generated content in line with the moderation policy for each community
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc.) to manage reputation, identify key players and coordinate actions

Requirements

- Knowledge of social media marketing
- Writing, editing (photo/video/text), presentation and communication skills
- Social networking and social analytics tools knowledge
- Knowledge of web design, web development, and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Fluency in English