



JOB DESCRIPTION

TITLE: Social Media Intern

DEPARTMENT: Marketing

REPORTS TO: Media Relations Coordinator

FLSA: Non-exempt, Part-Time (10 hours weekly) (Position available through August 2024)

SALARY: \$16.28/hourly

POSITION SUMMARY:

Heritage University has an opening in the Marketing Department for an outgoing professional to tell the university's stories as a social media intern. You'll get to highlight the good things that happen at Heritage, celebrate those who accomplish amazing tasks and inform followers of upcoming events on and off campus. You will brainstorm campaign ideas, create content for campaigns, and monitor our various social media accounts, ready to engage followers and respond to comments and questions posted or directly messaged. You'll also share your skills with other university departments, programs and clubs which use social media. You'll also monitor other school's social media feeds for ideas that would be applicable to Heritage.

DUTIES AND RESPONSIBILITIES:

1. Upholds the Heritage University Mission Statement.
2. Maintains professional appearance on personal social media accounts.
3. Manages the university's social media accounts and posts content.
4. Brainstorms campaign ideas.
5. Monitors various social media platforms including Facebook, Instagram, Twitter, LinkedIn, TikTok, Snapchat, etc.
6. Write engaging copy, take pictures, record/edit video clips for use on social media accounts.
7. Responds to comments when appropriate, answers questions with professionalism with courteous customer service.
8. Understands the Heritage University brand and goals for engaging with potential students and community members.
9. Analyzes analytics to gauge the success of campaigns.
10. Provides suggestions on how to improve audience experience on social platforms.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

1. Knowledgeable and proficient with current social media platforms.
2. Write copy, record edit video, take pictures that are consistent with the Heritage brand.
3. Communicate in a concise and effective manner, both verbally and in writing.
4. Adjust tutoring methods as needed to meet various learning styles of students.
5. Work well with staff, students, and faculty at a professional level.
6. Be capable of staying on task with minimal supervision.
7. Have excellent attendance and time management.
8. Dress according to casual professional standards.

APPLICATION INFORMATION AND DEADLINE: Applications should include the following:

- Cover letter (please address all position qualifications – required and preferred)
- Resume
- HU Employment Application LINK: [Employment Application](#)

Review of applications will begin immediately and will continue until the position is filled.

Qualified candidates may submit application material to: HumanResources@heritage.edu or Heritage University Office of Human Resources 3240 Fort Road Toppenish, WA 98948

Heritage University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and State laws, regulations, and executive orders regarding non-discrimination and affirmative action.