

Social Networking Intern Maryland SPCA

Position Description

Summary:

The Maryland SPCA is seeking an intern with strong communication skills and a good understanding of social media to develop and post content for the Maryland SPCA's social media outlets, including Facebook, Twitter, Craigslist and YouTube. Also responsible for monitoring online postings referencing the Maryland SPCA.

Salary: Unpaid

Hours: 10 hours per week. Schedule can be arranged by mutual convenience, but a regular schedule is needed.

Dates: This is open year-round on a semester-by-semester basis. *Preference will be given to candidates who are interested in committing for an entire academic year.*

Responsibilities

- Create and implement a social networking plan for the MD SPCA
- Meet with MD SPCA staff to develop content for posting
- Write and post content to selected social media outlets
- Identify websites and message boards that are candidates for distributing information about the Maryland SPCA's programs
- Photograph/video animals and post to social networking sites
- Monitor postings on blogs, social media sites, websites, etc.
- Track and increase followers/fans and viewers

Requirements

- Excellent written communication skills – able to write clearly and correctly
- Understanding of social networking media, including knowing how to post information to different outlets
- Basic photography and videography skills. Familiarity with video editing a plus
- Commitment to animal welfare
- Able to work with and around animals
- Advanced (300 level and above) coursework in marketing, public relations, communications or similar fields

To apply: Interested candidates should send a resume and cover letter to Katie@mdspca.org