

Social Media Intern Job Description
Colorado Springs Philharmonic
Ongoing – by semester or block

The Colorado Springs Philharmonic is seeking a highly motivated, creative, innovative intern looking to gain experience and knowledge of social media marketing in a nonprofit performing arts setting. The ideal applicant will possess knowledge of the social media landscape including, Facebook, Twitter, Instagram, LinkedIn, Google +, Meetup, and other social media sites. The intern will be responsible for posting, monitoring and maintaining social media sites, while working to increase online presence.

Responsibilities

- Create compelling and relevant content for social media platforms
- Create and maintain social media tracking reports
- Develop new social media campaigns correlating to promotional activities
- Monitor social media channels and respond to feedback, questions, and concerns
- Research and write social media content for performances, educational programs, and community events.
- Provide hands on social media support to the marketing team at concerts and special events

Requirements/ Qualifications

- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a fast-paced environment
- Excellent interpersonal skills, ability to follow-up, and internet research skills
- Excellent written and verbal communication skills, including proofreading skills
- Excellent knowledge of Microsoft Office programs
- Experience with digital media analytics, including Google Analytics and Facebook Insights
- Ability to work independently and as part of a team
- Knowledge of business social media best practices and platforms
- Working knowledge of Facebook, Twitter, Instagram, Google+, etc.
- Must have a desire to be around classical music
- Access to a DSLR camera, and basic photography skills a plus
- Must have access to a laptop and mobile phone
- Must have access to reliable transportation
- Awareness of current social media trends and willingness to explore, adapt and respond quickly to the constantly changing social media environment all while meeting deadlines.
- Knowledge of, or a desire to learn about and experience the performing arts and/or music education, and a sincere desire to make classical music accessible to new and diverse audiences.

Hours and Compensation:

- This internship is part-time with class credit
- 15-20 hours per week on average
- Complimentary tickets to Colorado Springs Philharmonic performances

Interested applicants, please send Resume, and Cover Letter to:

Brittany Toth
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Colorado Springs Philharmonic
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