



ETHIOPIA ACT

ethiopiaact.org | @ethiopia_act | info@ethiopiaact.org

Social Media Intern

Job Summary

Ethiopia ACT is looking for a Social Media Intern to join our team. The ideal applicant will possess strong knowledge of the digital media landscape, including various social media sites. The Social Media Intern will work closely with the Marketing Director to help define, implement and manage basic social media strategies for the ministry. The strategies will include managing existing social media sites tied to the ministry as well as campaign creation, distribution, management, and response through Instagram, Facebook, Twitter, Vimeo, and other social media platforms. This will also include the need to identify trends and opportunities to leverage the ministry message within different social media initiatives and potentially integrate those with traditional media campaigns. This person will leverage education and expertise to develop integrated and sound social media strategies, measure results, identify trends, create best practices and execute follow up campaigns to continue making the presentation of the ministry message current.

Responsibilities & Duties

- Manage key social media campaigns from idea through delivery including identifying key measures of success
- Serve as content manager for all social media sites
- Manage content calendars on a weekly and monthly basis
- Design engaging graphics for blog and social media campaigns
- Research and implement best-practice strategies for social media presence
- Monitor trends and analytics and apply that knowledge to increase the presentation and response of the ministry message
- Monitor and respond to all comments and messages on each platform
- Keep Google Drive content clean, organized, and up-to-date

Qualifications & Skills

- Working toward a Bachelor's Degree in Communications or related field
- Demonstrable experience with Instagram, Facebook, Twitter, Vimeo, other social media platforms with evidence of positive impact
- Excellent oral and written communication skills
- Experience with various forms of social media analytics

- Basic skills in Lightroom, Photoshop, inDesign, and/or related design software in order to creatively translate ideas and concepts into visually attractive campaigns

About Ethiopia ACT

Ethiopia ACT is an organization following God's call to serve the "least of these" in Addis Ababa, Ethiopia. The gospel is woven into everything we do, including HIV/AIDS support, providing school costs for children, facilitating economic development, and much more with the goal of helping families become self-supporting. We believe if you save the family, you save the community.

About YOU

- You have a heart for serving and empowering "the least of these" (Matthew 25:40).
- You recognize the sensitive nature communicating about an individual's health and economic status.
- You are a highly motivated self-starter who can work independently and manage multiple tasks and priorities within specified timelines in order to achieve a compelling message.

Application Process

Those looking to gain valuable online media experience are encouraged to apply. This position is flexible to your school schedule and gives you media and marketing experience in an encouraging and low-key environment.

Please send your resume and references to kayla@ethiopiaact.org